

LIFE



BETTE DAVIS

JANUARY 23, 1939 10 CENTS



It will pay you to study
the Vermouth Family Tree
—Planted 2000 years ago

—Planted 2000 years ago

Spiced wine—which we now call vermouth—was enjoyed by the ancient Greeks and Romans and is enjoyed today in every country in the world, except perhaps Tierra del Fuego. ("Iceland, for example?" you ask. Of course!) We point out, quite respectfully, that if you don't know what vermouth is and how to use it, the burden of proof is on you. Would you like to have the recipes for the drinks shown on the tree? Or a print of this tree, without advertising, to hang behind your bar? They're FREE! Write to W.A. Taylor & Co., 16 Laight St., N.Y., sole agents.

MARTINI & ROSSI VERMOUTH

Italy 15.95%, Dry 10.7%

110

Copyrighted material

Styles in cars may change but Studebaker Workmanship doesn't!

IT'S AS SOLID AND SOUND IN 1939 AS IT WAS IN 1852

WHEN you go for a convincing trial drive in a new 1939 Studebaker you step into the car that is overshadowingly first in advanced exterior styling and deep-bedded interior luxury.

But this stunning, original beauty that Studebaker is offering for 1939 is only the "frosting on the cake." What counts for far more is the quality of Studebaker workmanship, insured by the skill of 7,300 master craftsmen, proudly perpetuating a reputation which they and their forebears have helped build.

It is this workmanship, exclusive with Studebaker cars, that puts such enduring value behind your Studebaker investment. It enables the Studebaker you buy today to run smoothly and serve you faithfully, for years and for thousands of miles after other cars have outlived their usefulness.

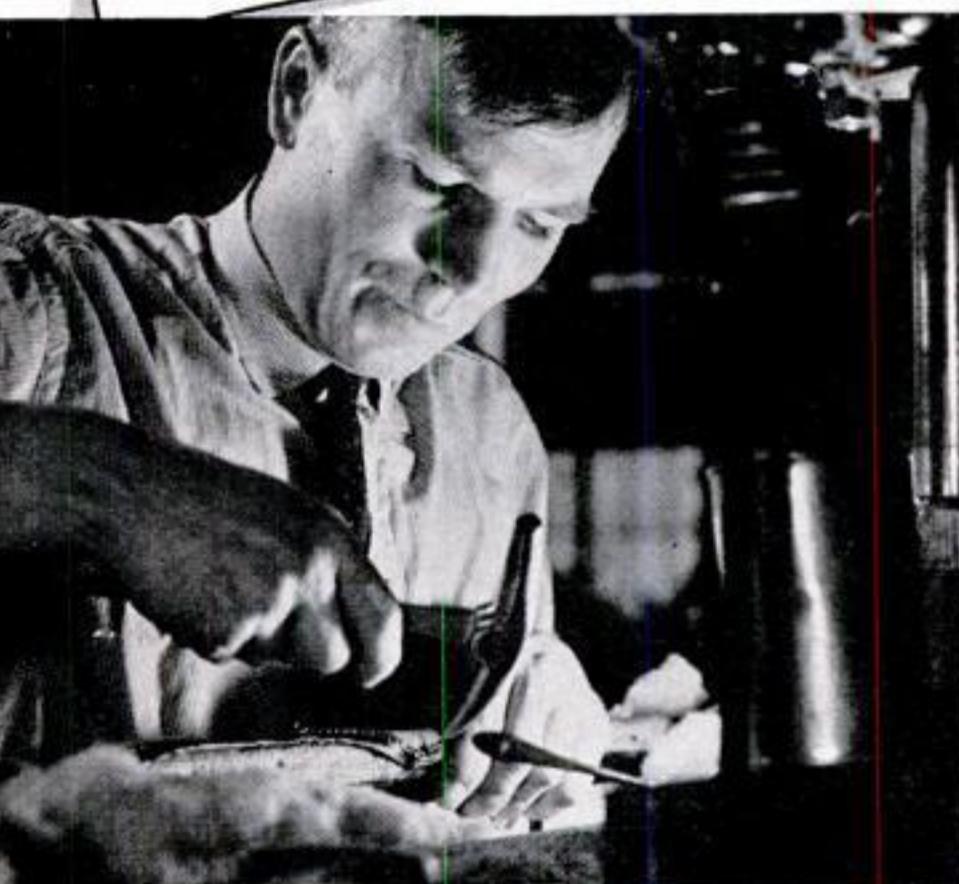
As the "Great Independent" of the automobile business, Studebaker consistently produces cars that appeal to independent-minded men and women who won't blindly follow the herd but alertly seek out superior value. Studebaker's vast, modernly equipped plants, famed engineering and research laboratories and an 800-acre, million-dollar proving ground aid in fostering Studebaker independence and in smoothing the way for the unique quality of Studebaker craftsmanship.

Look what you get in a 1939 Studebaker!

Planar Suspension and its Miracle Ride! Automatic Hill Holder! Non-Slam Hancock Rotary Door Latches! Steering Wheel Gear Shift Lever! Over-size Trunk! World's Strongest and Safest Steel Body! And, at slight extra charge, Studebaker's Revolutionary and Exclusive Climatizer—a central fresh-air, heating, filtering and ventilating system not available in any other car. C. I. T. payment terms.

"I drive a Studebaker because I prefer to put my investment in a car built by men who are skilled mechanics, who are proud of their work, who enjoy the confidence of their employers and who take more than a passing interest in the automobile they build."

J. Perrin Willis
San Benito, Texas



He fired the first shot for the AEF in the world war. And every day, for the 14 years he has been on his Studebaker job, he has been doing expert work as a seat cushion maker. He is Studebaker craftsman Alex L. Arch. Studebaker employs no transients. Jobs go first to South Bend people.



For 23 years a Studebaker craftsman, A. S. Pejza, pictured above, is manager of a South Bend American Legion Drum and Bugle Corps after hours. His specialty in the Studebaker shops is crankshafts and Studebaker crankshafts are one reason for every Studebaker's long-lived performance. The average age of Studebaker's 7,300 master craftsmen is 40 years.



Rudolph Wilfing and his two sons, Michael and Denzil have a reassuring background of nearly 43 Studebaker years to their credit. Studebaker craftsmen are solid citizens, proud of their responsibility as builders of America's most carefully constructed cars. Many of them are home owners with generations of Studebaker blood in their veins.

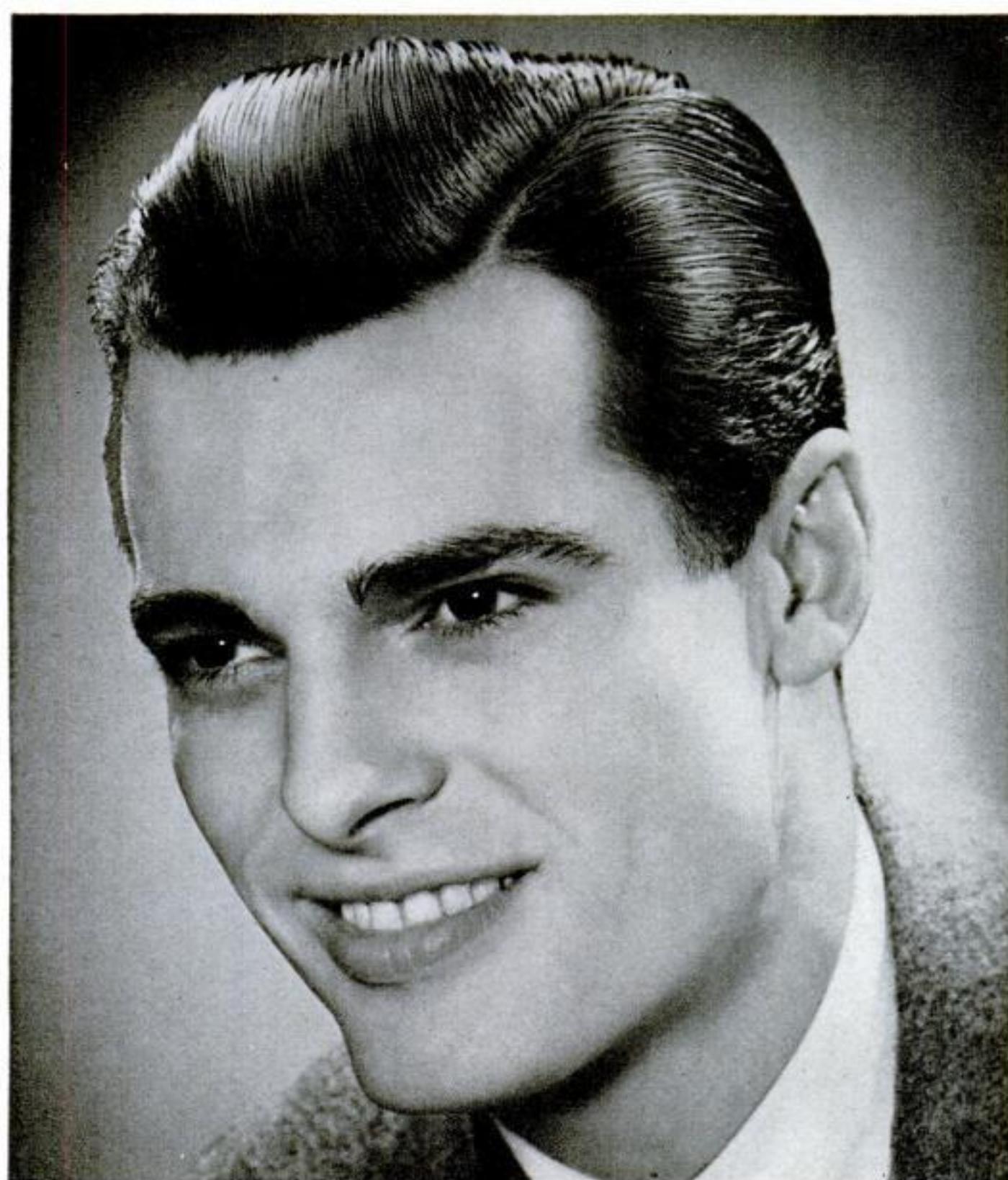
STUDEBAKER

PRICED DOWN CLOSE TO THE LOWEST

This One



For hair at its **BEST...**



guard against **DRY SCALP**

SOFT, natural, good-looking...that's how the natural oils of your scalp should normally keep your hair.

Unfortunately, over-heated rooms and hot sun parch the scalp, rob the hair of its vitality. Soap and water tend to wash away the natural oils. Your scalp begins to feel tight and itchy, loose dandruff scales make their tell-tale appearance.

Don't let "Dry Scalp" threaten the good looks of your hair. Begin now to combat this condition with 'Vaseline' Hair Tonic. Use a few drops each morning to supplement the natural oils of the scalp. See how quickly it overcomes that dull, lifeless look...how quickly your hair is soft, natural-looking and easy to comb.

Before each shampoo it is especially important to use 'Vaseline' Hair Tonic. Massage plenty on your scalp to help relieve excessive dryness. 'Vaseline' Hair Tonic is *different*. It contains absolutely no drying ingredients. You can feel the difference in your scalp, as well as see the difference in your hair afterwards.



They all rob your hair of natural oils. Combat "Dry Scalp" and keep hair good-looking with 'Vaseline' Hair Tonic.



Vaseline HAIR TONIC

REG. U. S. PAT. OFF.

Cop. 1939, Chesebrough Mfg. Co., Cons'd.

LETTERS TO THE EDITORS

How to Become a Dictator

Sirs:

LIFE, Dec. 26, features the Pan American Conference in Lima. You state that: "President Benavides, having lost out at the polls, dissolved Peru's Congress, established a dictatorship." This statement is misleading and untrue.

It should be understood that President Benavides was not a candidate in the 1936 elections and therefore the statement that he lost out at the polls and declared himself dictator is obviously erroneous. In the year 1936, general elections were held without the slightest intervention on the part of the Government. As the time for the elections approached, the Chief Executive warned the people of the imminent dangers of the political situation at that moment, and called upon the elements of peace and order to combat the subversive and radical influences rampant in the country, which were undermining the best interests of all. The political corruption evident in the polls was so widespread that the National Electoral College deemed it imperative to present the facts to Congress.

The National Congress, in turn, on the strength of its own findings, declared the entire election, which was in progress, null and void. In the act of nullifying the electoral proceedings Congress also voted to dissolve itself, and bestowed upon the Chief Executive constitutional powers to rule the country for a period of three years.

From the foregoing facts, it is apparent that the President did not, as an act of his own, dissolve the Congress, much less, assume dictatorship powers. President Benavides, against his sincere and often reiterated determination to retire to private life, felt himself compelled to assume the leadership of his country, and accepted as a supreme command the vote of the Assembly in Lima. Thus, President Benavides presides over the welfare of Peru on the basis of a strictly constitutional and legal mandate of Congress.

F. PARDO DE ZELA
Consul General of Peru
in the United States

New York, N.Y.

Philatelists Outraged

Sirs:

If "President Roosevelt has rare items in his stamp collection," I sincerely hope that they are not among those he is mauling in your fireside shot (LIFE, Jan. 2). There, if ever, was a job for stand-ins.

A 25¢ pair of stamp tongs would make life brighter for the defenseless specimen



PHILATELIST ROOSEVELT

being held in the fingers of the President's left hand but I can't suggest, for the benefit of the poor devils on the album page, any solution of that harrowing, mow-em-down, off-tackle technique as applied by the triple threat of two cuffs and a wrist.

This picture will give political commentators the tip-off when they begin to analyze the "solid anti-Administration sentiment of the Philatelic Bloc."

N. A. WOODFORD
Montclair, N. J.

Sirs:

As a graduate philatelist, it is my privilege to take exception to President Roosevelt's method of fraternizing with his collection of rarities or otherwise. His handling of specimens, and the deliberate resting of his arm on the face of his stamps is unpardonable.

E. G. BEROL

Wilmette, Ill.

Sirs:

One of the few simple rules in mounting stamps is to learn to use tongs, not fingers. Fingers, no matter how clean they seem, contain oil which dulls the color of the stamp.

JOHN L. HOUSE

Wheeler Ridge, Calif.

Hobbies?

Sirs:

In connection with your story on Hobbies (LIFE, Jan. 2), perhaps you would like to know that Mrs. L. E. Fant



MRS. L. E. FANT & ELEPHANTS

of Richmond, naturally enough, collects elephants. Not the real things of course but models.

It all came about because her parents, whose name was Compton, named her Louise Elizabeth. Then when she grew up she married a Mr. Fant. Which made her Mrs. L. E. Fant and started the whole thing. People began giving her elephants—big, little and medium-sized elephants—elephants standing up, sitting down, trumpeting, charging, sleeping, doing tricks and playing pianos—elephants made of soap, wood, iron, silver, celluloid. Pretty soon Mrs. L. E. Fant became fascinated by them and now she collects them herself (see cut).

F. OVERTON JONES

Richmond Times-Dispatch
Richmond, Va.

Sirs:

Nowhere have I ever found a treatment of the subject of Hobbies so cleverly illustrated and succinctly stated as in LIFE.

It may interest you to know that the most recent development in Public Recreation is the Hobby Program. A very small number of metropolitan communities with well established Departments of Recreation (Cincinnati chief among them), having recognized the need for Hobbies in the everyday life of the individual, are now offering such a program to their residents.

In Cincinnati the Public Recreation Commission offers both children and adults a program consisting of the following: linoleum block prints; soap carving; drawing, designing, and lettering; model railroad building; model boat building; model airplane building (including gas models); radio building and broadcasting (short-wave); astronomy (including telescope making); jewelry making; gardening; music (community orchestras, choral groups, and harmonica clubs); and stamp collecting clubs. In addition, there is, of course, the sports program carried on both winter and summer by the department.

HERBERT M. WEINBERG

University of Cincinnati
Cincinnati, Ohio

(continued on p. 4)

The Camera is Quicker than the Eye

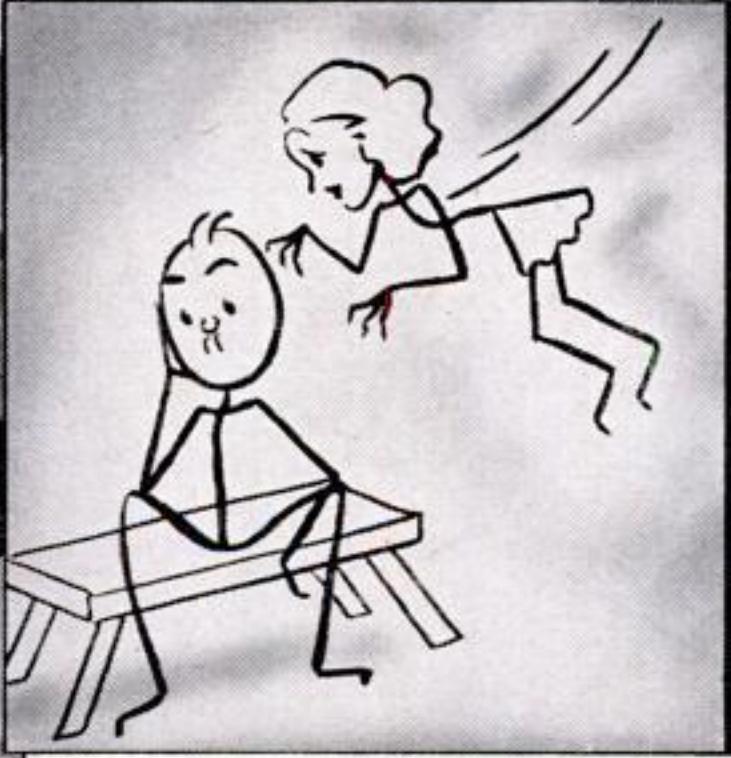
HOLLYWOOD'S GAYEST DECEIVERS,
HAL ROACH AND NORMAN MCLEOD,
EMPTY THEIR WHOLE BAG OF
TRICKS FOR THE "ECTOPLASM"
SEQUENCES IN "TOPPER TAKES A TRIP"



WHAT WOULD YOU DO if you were faced with a hilarious script based on the gifted nonsense of Thorne Smith's book—and had to produce a picture even funnier than "Topper"? Here's how Hal Roach, Milton H. Bren and Director Norman Z. McLeod tackled the job.



Topper starts a rhumba with gorgeous Marion



MCLEOD SQUIGGLES as he thinks. Here's his first notion of Topper (Roland Young) in a fit of depression as he faces another plague of ectoplasm.



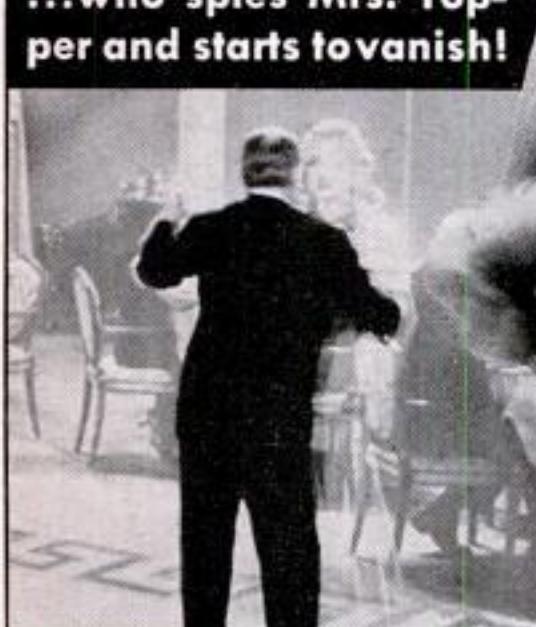
WHAT IS THIS THING called "ectoplasm"? It sounded funny in the book—on the screen it produces belly-laughs. Bicycles roll. Hats tip. Table cloths whisk away. Audiences roar.



A HAPPY THOUGHT . . . the bathing trunks that snatch themselves off the gigolo Baron! Another: the spook dog, Mr. Atlas, who scares a French maid out of her wits and gets Topper in a jam.



...who spies Mrs. Topper and starts to vanish!



There she goes! . . . into spooky nothingness . . .

"What this country needs is less ectoplasm", cries Topper bitterly. He thought he'd had enough hard knocks in his first picture . . . Now he's got spook trouble again—only worse!



...leaving Topper dancing happily alone.

Coming Soon To Your
Favorite Theatre!

Ah—but here's a break at last! His beautiful spook takes Topper to the Casino to play roulette. How could he lose?



HAL ROACH presents
TOPPER TAKES A TRIP
STARRING
CONSTANCE BENNETT · ROLAND YOUNG

with BILLIE BURKE · ALAN MOWBRAY
VERREE TEASDALE

FRANKLIN PANGBORN · ALEXANDER D'ARCY
MR. ATLAS ("The Thin Man" Dog)

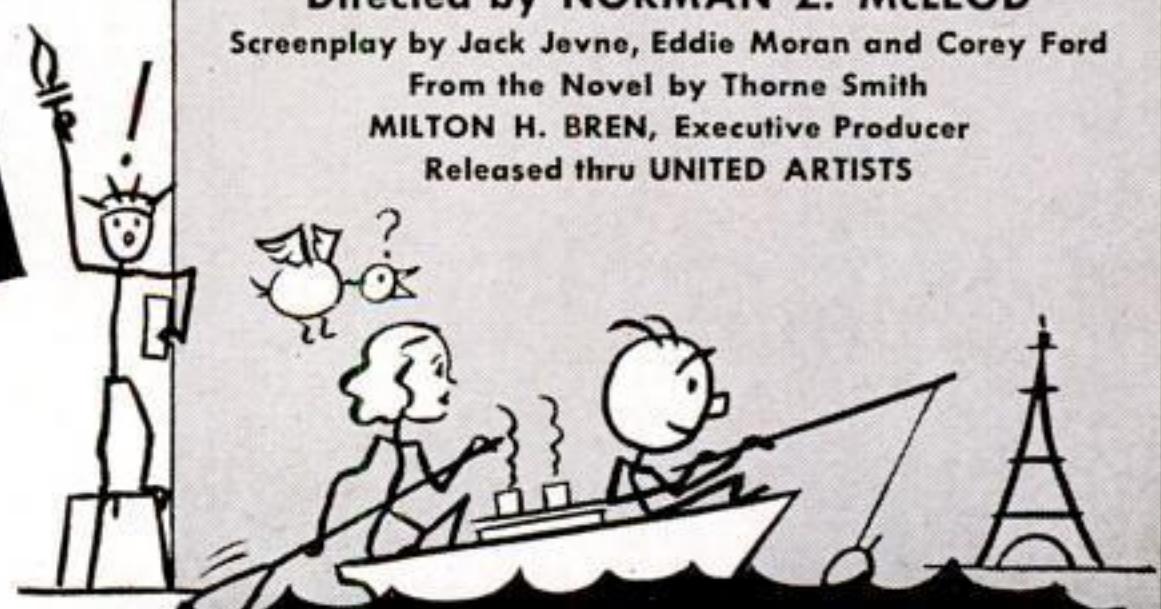
Directed by NORMAN Z. MCLEOD

Screenplay by Jack Jevne, Eddie Moran and Corey Ford

From the Novel by Thorne Smith

MILTON H. BREN, Executive Producer

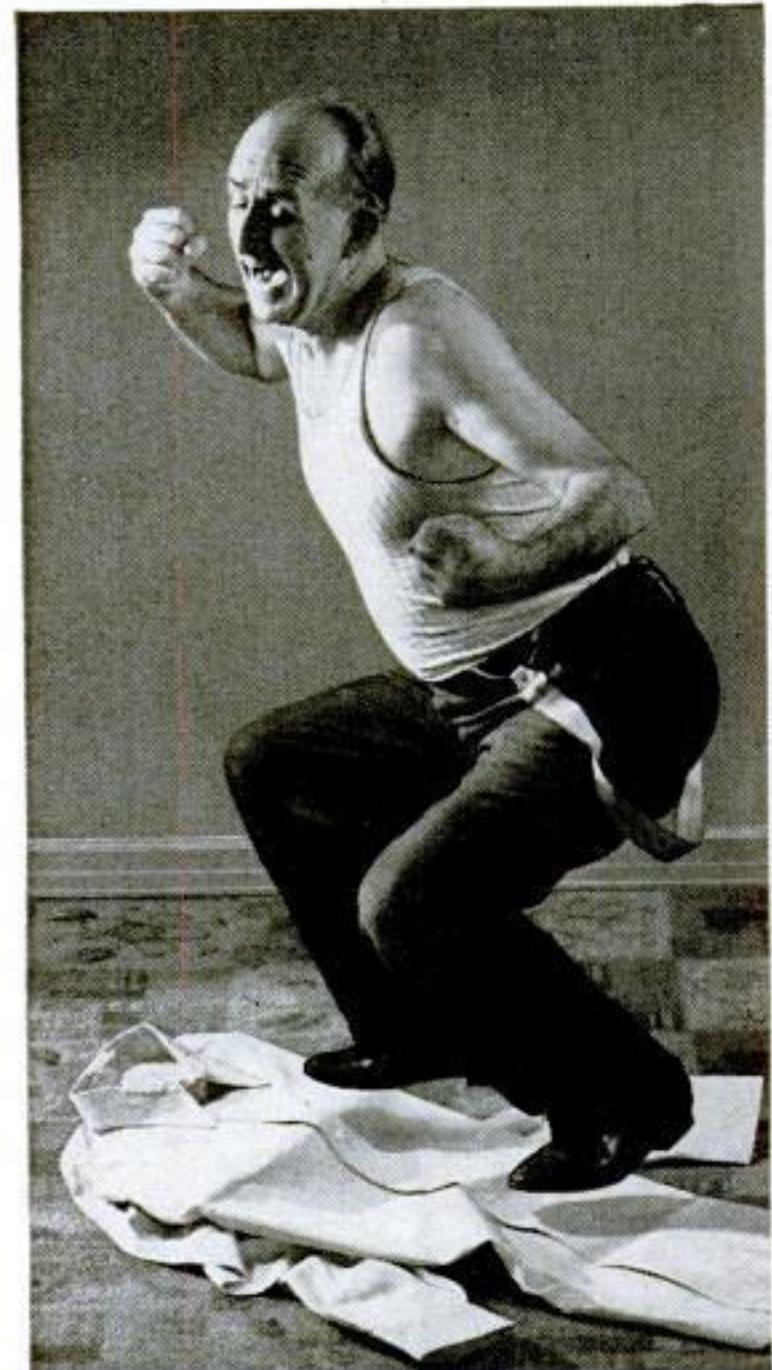
Released thru UNITED ARTISTS



What's your pet peeve about shirts?

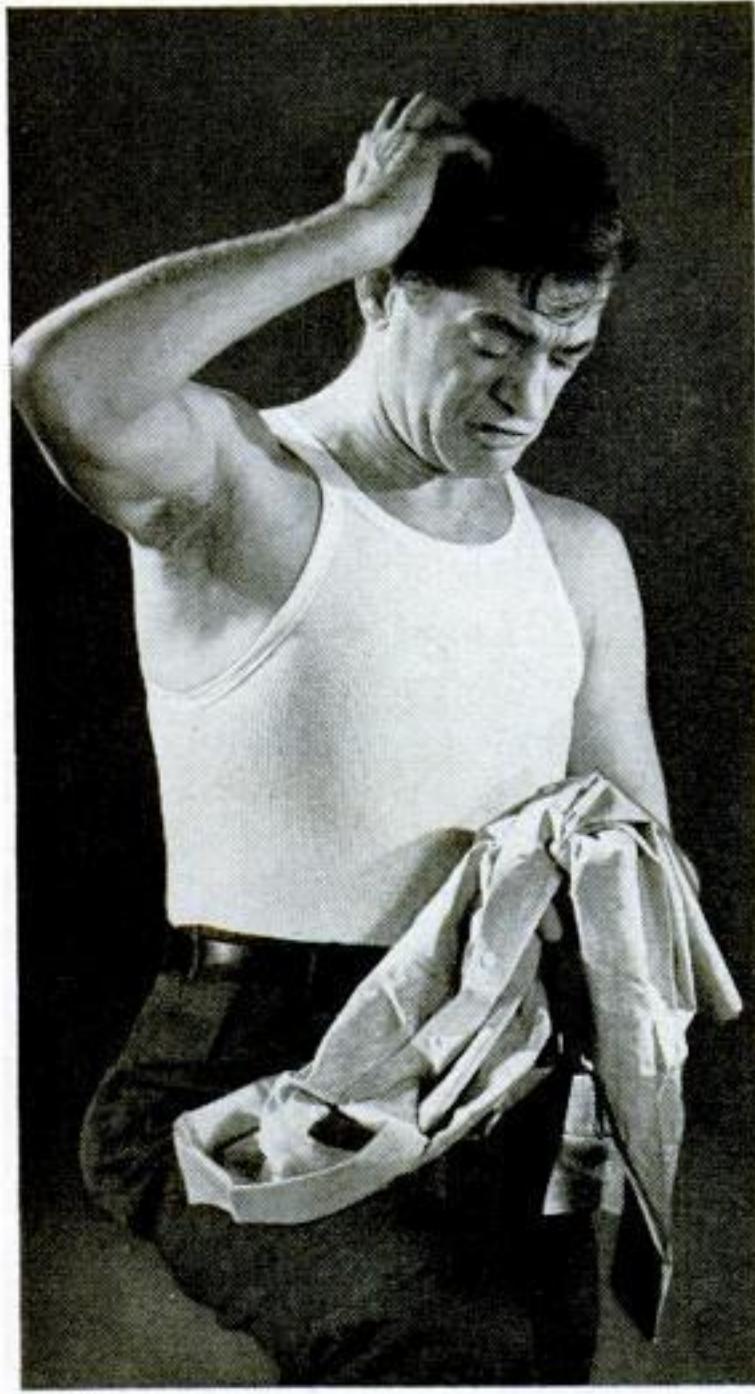


1. **DO YOU THROW 7-DAY FITS** over collars too big when you buy 'em, too small when they're laundered? *The cure: an Arrow shirt—Sanforized-Shrunk, fabric shrinkage less than 1%!*



3. **DO YOU GET SORE** at soft collars that fray after a mere handful of launderings? *Our prescription: an Arrow TRUMP shirt; its handsome collar's the longest-wearing soft collar made! (\$2)*

ARROW SHIRTS
Sanforized-Shrunk—a new shirt free if yours shrinks out of fit



2. **DO YOU TEAR** your hair at shirts that insist on coming back from the wash minus buttons? *Just the thing: an Arrow shirt; buttons are anchored on by Arrow's patented button-stay!*



4. **RECOMMENDED** for men who can't tolerate "droopy" collars: Go to your Arrow dealer today and get Arrow HITT; its Aroset collar looks starched and fresh from morn till night! (\$2)

LETTERS TO THE EDITORS (continued)

Sirs:

You omitted the "Prince of Hobbies," amateur journalism. Ajayers (term for amateur journalists) publish, print, and edit their own papers. Sizes range from "thumbnails," four 3 in. x 2 1/2 in. pages, to journals the size and thickness of LIFE.

EDDIE PRICE

The Anthracite Ajayer
Gordon, Pa.

Sirs:

Haven't you forgotten one of the most absorbing hobbies of all—fan clubs?

I, myself, have a fan club. Next month, will mark its fourth anniversary. And in those four years, I've had more fun, met more people, celebrities and ordinary folk like you and me, than lots of people do in many years.

MARY MUNGER, President

The First Lanny Ross Club
Pittsfield, Mass.

Sirs:

In last week's LIFE you mentioned that keeping fish could only be considered a hobby when the owner breeds them. I consider myself a hobbyist, in spite of the fact that my attempts to breed some tropical fish have heretofore failed, because I believe I have the only trained minnow in captivity.

BERTHA BENNETT

New York, N. Y.

Whalen in Samoa?

Sirs:

Grover Whalen does get around, doesn't he? Nice shots you got of him in Pago



PAGO PAGO CHIEF

Pago (Pango Pango to you) and published in your Jan. 9 number (see cut). If he can use a stand-in I'll take the Samoa job and he can keep the World's Fair 1939. Boy!

M. S. JONES

Madison, N. J.

Dogs and Pictures

Sirs:

Please tell Reader Mrs. W. W. Botzenhart (LIFE, Dec. 26) for us that we know dogs recognize pictures.

It took us days of laying the calendar on the floor to convince Rusty, our cocker spaniel, that the picture of Peake, the cat on the Chesapeake and Ohio calendar for 1938 was not real. He barked his head off at Peake well into January.

MRS. MARGARET M. SHADDUCK
Oakland, Calif.

● LIFE brought the testimony of Mrs. Shadduck and Mrs. Botzenhart to the attention of several dog authorities. None believes that dogs recognize pictures. Lawrence Horswell, well-known scientific writer on dogs, suggests that a dog will often bark at anything which his master holds before him, simply because the dog knows he is expected to do something.—ED.

No Widows

Sirs:

With interest I note in your current issue (Jan. 2) the note about the "quibbling" Mrs. FitzSimons (p. 1) "the widow of the late Alfred Gwynne Vanderbilt, who went down on the Lusitania," etc.

With the same interest I note in the same issue (pp. 18 & 19) a strip of pictures of the Topping-Baker wedding, including a picture of the bride's mother, Mrs. Margaret Emerson McKim Vanderbilt Baker Amory. Adjacent is a picture of her son, Alfred Gwynne Vanderbilt, half brother of the bride.

To prevent "quibbling," who is Alfred Gwynne Vanderbilt's widow, Mrs. FitzSimons or Mrs. Margaret Emerson as she now is known?

GEORGE CLANCY
Society Editor

The South Northwood Sector
of Baltimore
Baltimore, Md.

● Strictly, neither. LIFE erred in identifying Mrs. FitzSimons as Mr. Vanderbilt's widow, since she divorced him before his death. Society Editor Clancy errs in supposing that Mrs. Emerson is his widow, since, according to the dictionaries, a woman ceases to be a widow when she remarries. Mrs. Emerson was the widow but is no longer.—ED.

Moulton's Theory

Sirs:

No! "Originating the nebular hypothesis" was just the opposite of what Forest Ray Moulton did (LIFE, Jan. 9)! The



GROVER WHALEN

germ of that idea originated with Immanuel Kant (1755) and was developed by Pierre Simon Laplace (1796) into the form in which it was universally accepted during the 19th Century.

In 1900 Dr. Moulton and his associate, the late Thomas Chrowder Chamberlin, examined the nebular hypothesis and found that it disagreed both with theory and observation. Instead, they proposed the "planetesimal hypothesis." With modifications that have been made since, by the authors and others, this is fundamentally the theory that is most widely held today, though it must be admitted that even it is not absolutely satisfactory.

JAMES STOKLEY
Director
The Fels Planetarium
Philadelphia, Pa.

● LIFE's apologies to Dr. Moulton.—ED.

Matter of Opinion

Sirs:

Your kissing spread with Sheila Kerry in the Dec. 26 issue interested me. However the pose labeled Wrong Way is much more convincing than what the advertisers call the Right Way. The latter pose is pretty cold and unappealing, and my girl friend could never hold me that way. At that, Miss Kerry is a pretty nice lap-warmer....

"NAT" RUSSELL
New York, N. Y.



"Listen, Nan will you ple-e-ease take that nice comfortable Ford away, so we can pretend we're enjoying this air-cooled ice-boat?"

YOURS—for better going!

Most of us like to take our thrills in comfort. There are plenty waiting for you in the 1939 Ford cars.

There's a thrill in the modern styling—the pride you feel in owning something beautiful—and a special satisfaction in the smooth power of the only eight-cylinder engine in the low-price field.

For quick, straight stops—enjoy the security of Ford hydraulic brakes. For luxurious travel over any road, learn the meaning of triple-cushioned comfort—a scientific combination of new soft seat construction, resilient transverse springs and hydraulic shock absorbers.

But—a Ford car is more than a collection of features. It is essentially a soundly designed, soundly built car—a value far above its price.

It is priced low—so more can enjoy ownership. And the price is even lower than it looks when you consider the amount of extra equipment it includes at no extra charge.

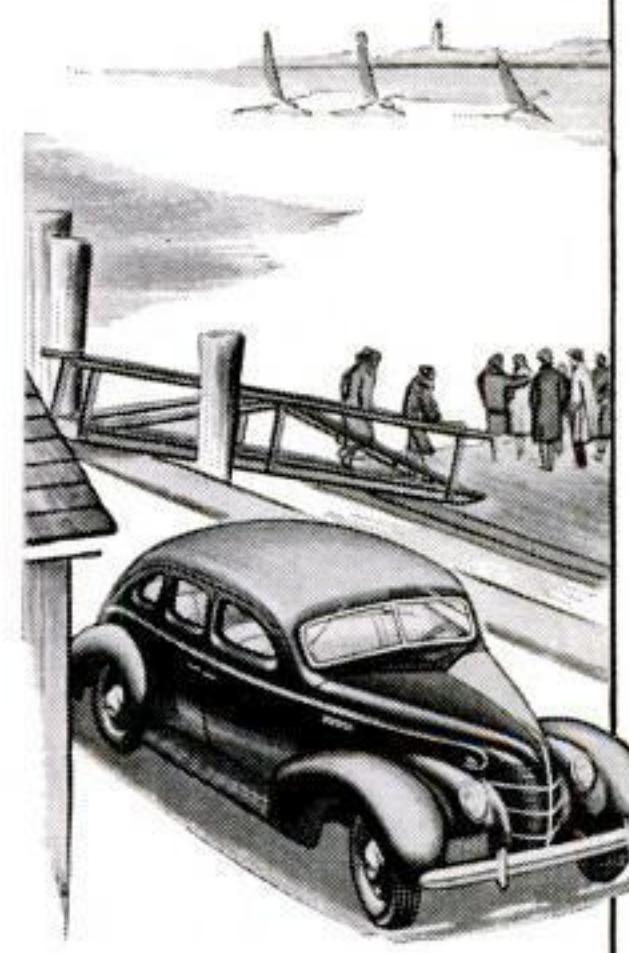
Whether your taste runs to the Ford V-8, or its De Luxe companion, your Ford dealer is glad to serve you.

Ford Motor Company now offers Ford, Mercury, Lincoln-Zephyr and Lincoln motor cars.

Shown above: The De Luxe Ford V-8 Tudor Sedan. At right: The Ford V-8 Fordor Sedan.

Ford exhibits at Two Great Fairs this year, New York and San Francisco.

FORD V-8



TOP-VALUE FORD FEATURES

★ **STYLE LEADERSHIP**—The luxury car in the low-price field.

★ **V-TYPE 8-CYLINDER ENGINE**—Eight cylinders give smoothness. Small cylinders give economy.

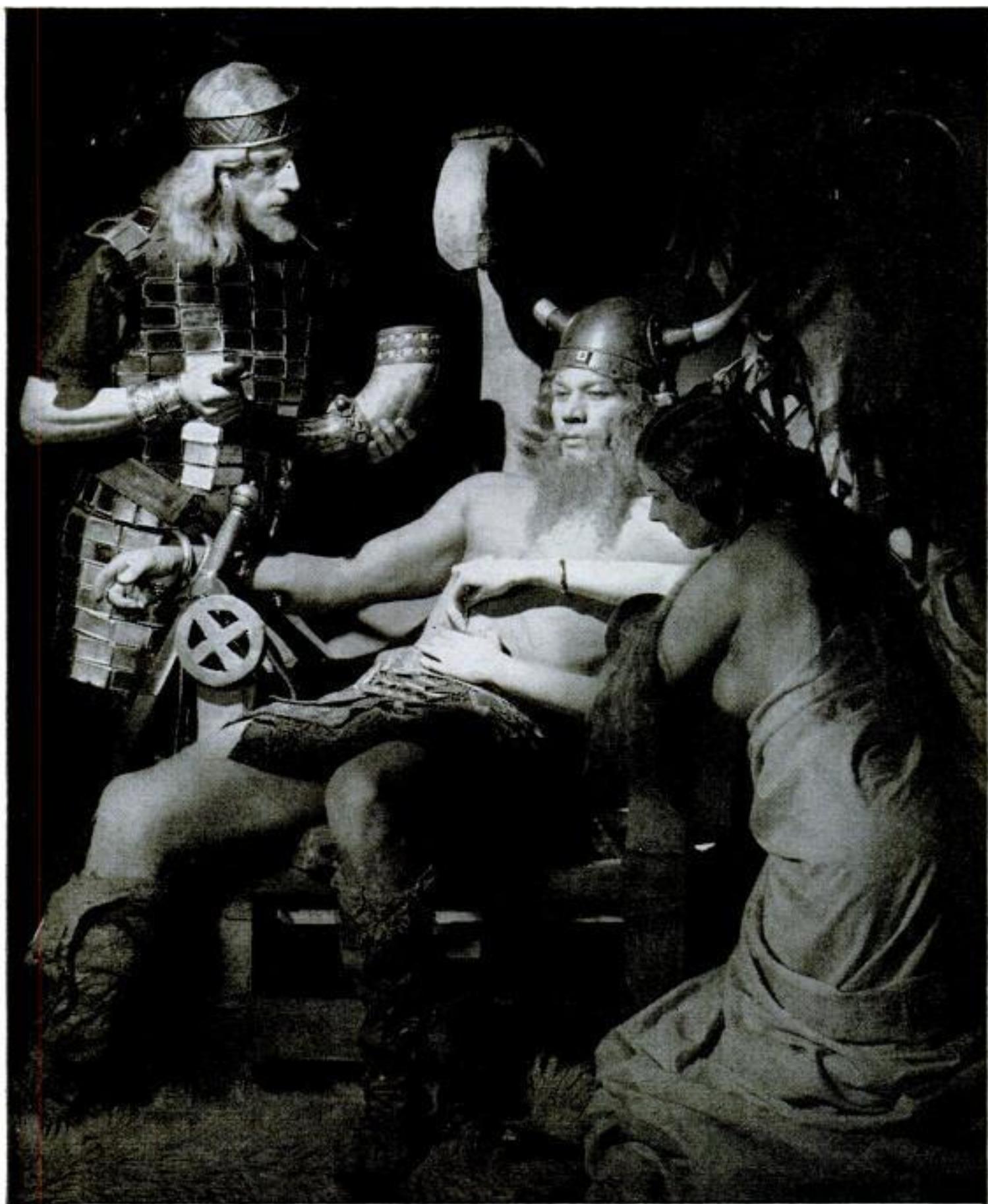
★ **HYDRAULIC BRAKES**—Easy-acting—quick, straight stops.

★ **TRIPLE-CUSHIONED COMFORT**—New flexible roll-edge seat cushions, soft transverse springs, double-acting hydraulic shock absorbers.

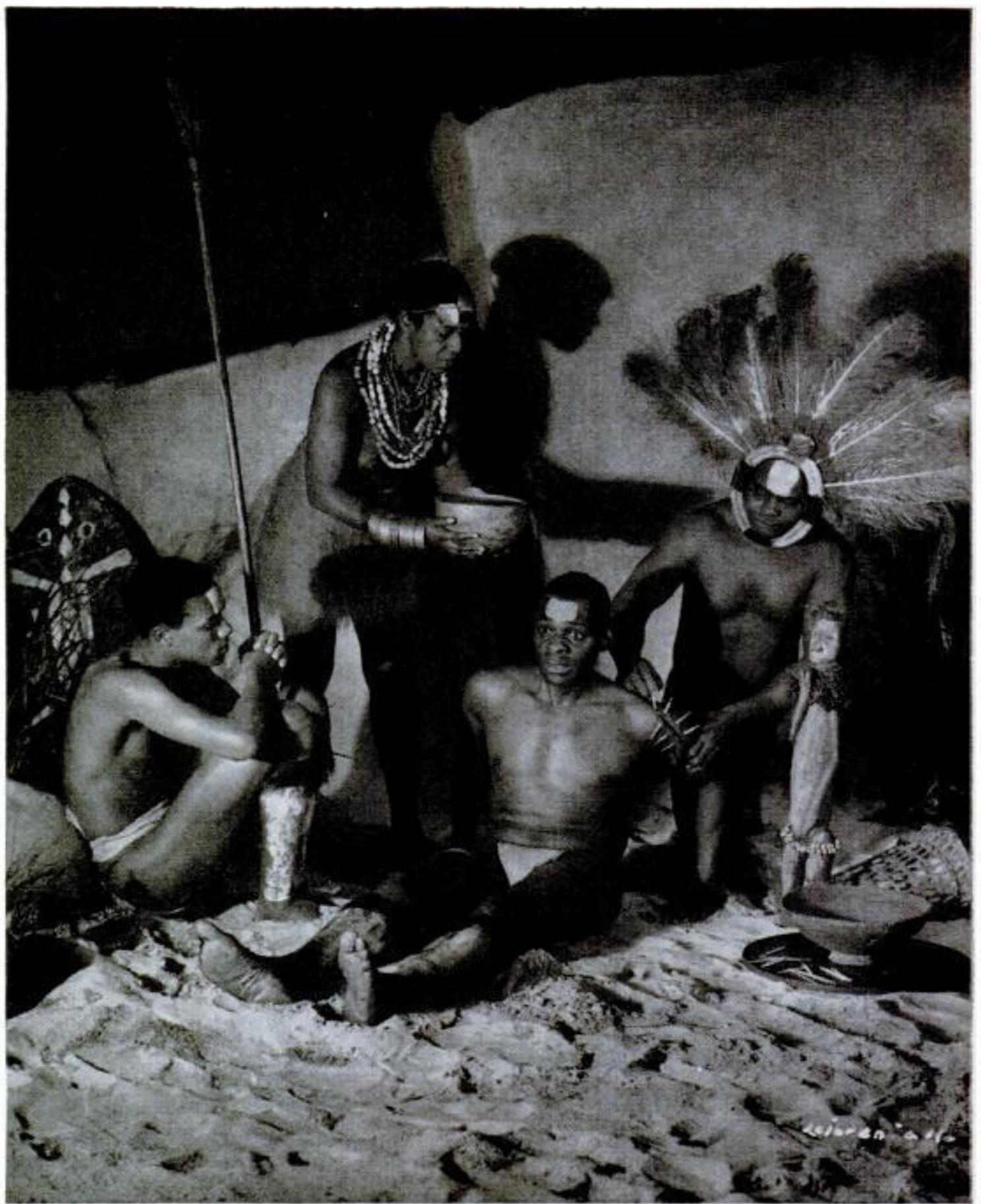
★ **STABILIZED CHASSIS**—No front-end bobbing or dipping. Level starts, level stops, level ride.

★ **SCIENTIFIC SOUNDPROOFING**—Noises hushed for quiet ride.

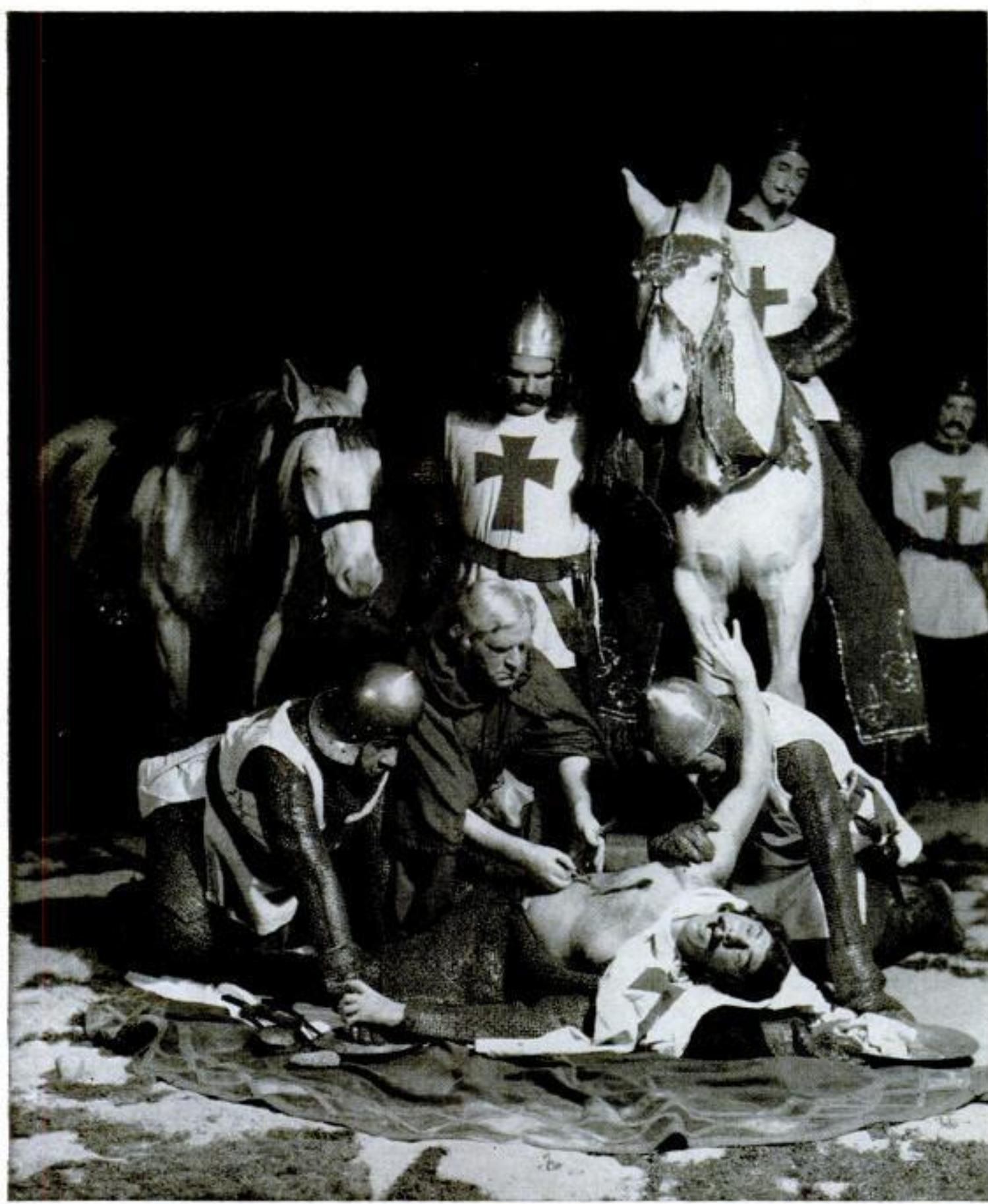
★ **LOW PRICES**—Advertised prices include many items of desirable equipment.



Norse Warrior Hromund Greipsson, a legendary figure, survived many primitive surgical practices. Almost eviscerated in battle, he thrust his entrails back inside and kept on fighting. Later his sister Svanhwit sewed him up with shoemaker's thread and he recovered.



Gashed in battle, a Masai tribesman in Kenya, Africa, has his shoulder fixed by a witch doctor. The wound is closed by tying small pieces of wood through the edges. Leaves serve as bandages and the patient chews bark of the enklovodi tree to deaden the pain.



The chest wound of a crusader on his way to the Holy Land in the 13th Century is treated by Hugh of Lucca. This great Italian surgeon pioneered in drying up wounds before suppuration began. He cleansed the injury with alcohol, placed a simple dry dressing on it.



An early anesthetic was a sponge containing lettuce, opium and hemlock dipped in hot water, which put the patient in a stupor. Guy de Chauliac, famed 14th Century authority on surgery, used this anesthetic in one of the first scientific hernia operations (above).

SPEAKING OF PICTURES . . .

... THESE ARE MILESTONES

IN THE HISTORY OF SURGERY

The history of surgery is as old as the history of man's broken bones, open wounds and cracked skulls. In primitive times witch doctors invoked the aid of gods to help give "first aid" to wounded tribesmen. But by 200 A.D. the Hindus had developed a rational technique, with more than a hundred surgical instruments and 14 kinds of bandages at their disposal.

Some of the highlights of early surgical methods, from primitive times through the Middle Ages, are shown here. They were photographed in his studio over a period of 14 years by Lejaren 'a Hiller, vice president of Underwood & Underwood, for Davis & Geck, world's largest makers of surgical sutures. Though still incomplete, Hiller's series comprises 51 pictures, and he adds five or six new photographs to it a year.

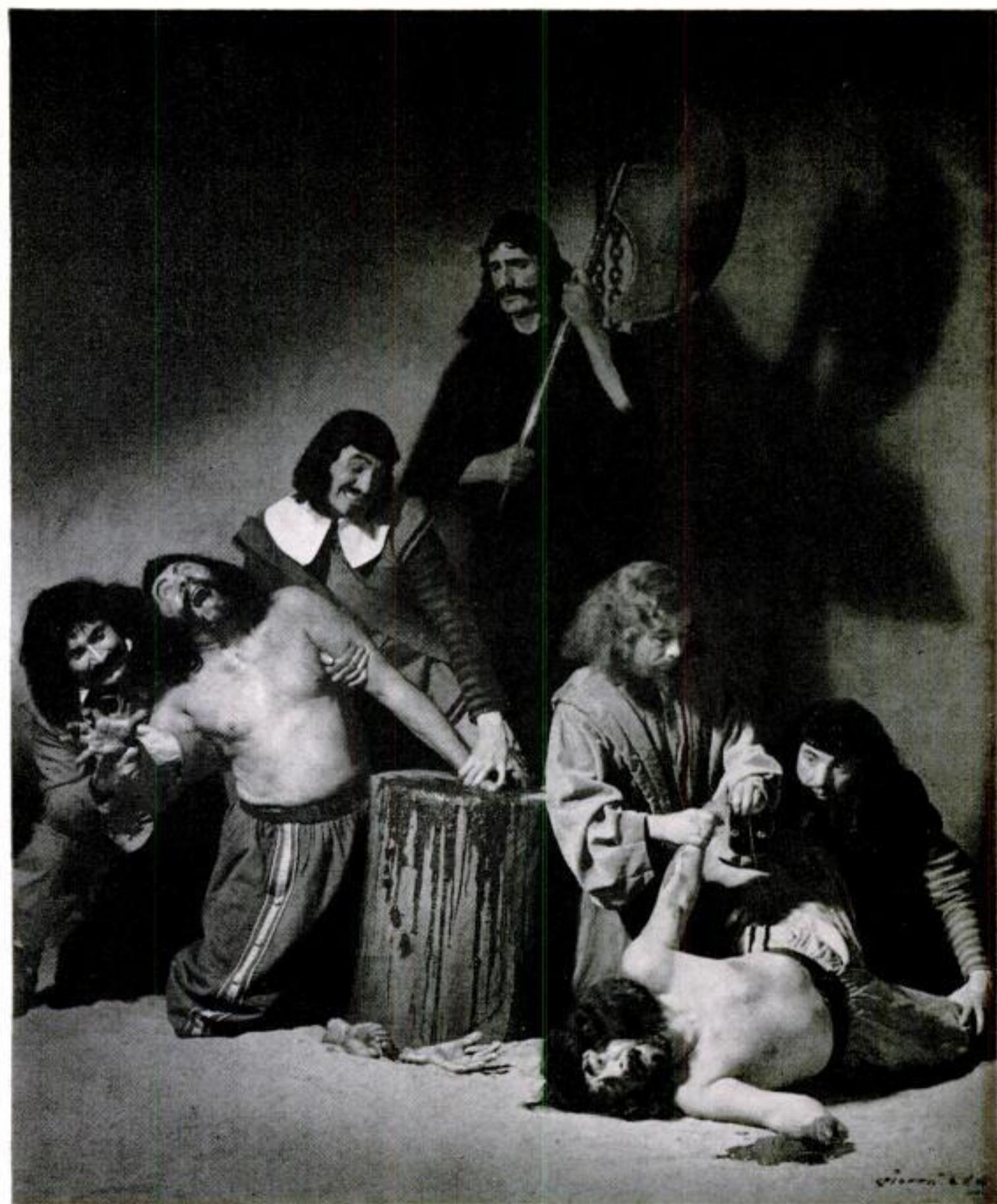
The pictures are remarkable not only for their pictorial value, but also for their authenticity. Few drawings of early operations exist, and Hiller was forced to do his own pioneering. Each subject was chosen carefully and the costumes, instruments and surgical methods used were the result of diligent research. Hiller chose models for their facial resemblance to the historical characters they were meant to represent, and to get the best models he often picked people off the street. During the last 14 years no essential errors have been detected in the series, and medical men repeatedly mistake the photographs for fine reproductions of old masterpieces which never existed.



Victims of the dread bubonic plague in 1581 were carried by masked men through the streets of Paris. Epidemics like this one killed 25,000,000 people, a fourth of Europe's population, in the Middle Ages. This is the most famous posed photograph in the Hiller set.



The first complete Cesarean on record was performed on April 21, 1610 by Jeremias Trautmann of Wittenberg (lower right). The mother clutched the sheets in agony while an assistant held her head and hand. Later she testified the pain had not been excessive.

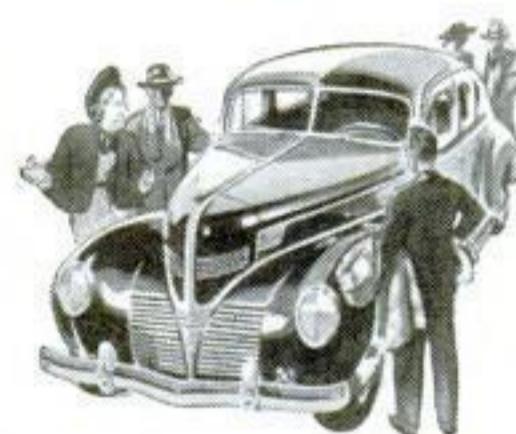


The hands of thieves were chopped off by the big blade of the local headsman in the 16th Century. Bartolomeo Maggi of Bologna laid the foundation for his wide knowledge of amputation by crudely suturing the skin over the bloody stumps of the victim's maimed arms.

WHAT 1939 CAR GIVES YOU MOST FOR YOUR MONEY?



TAKE A LOOK! New kind of speedometer, with a "safety light" on speed indicator which glows green up to 30 miles per hour; amber from 30 to 50; red beyond 50—keeps you ever mindful of the speed you are traveling!



**TAKE A LOOK
...THAT'S ALL DODGE ASKS!**

ISN'T this the best way to select your new 1939 car? Instead of listening to claims, isn't it better to decide for yourself what car gives you most for your money? Dodge thinks so. In fact, from a value standpoint, we think the big 1939 Dodge speaks so eloquently for itself that we simply say: "Take a look...that's all Dodge asks!"

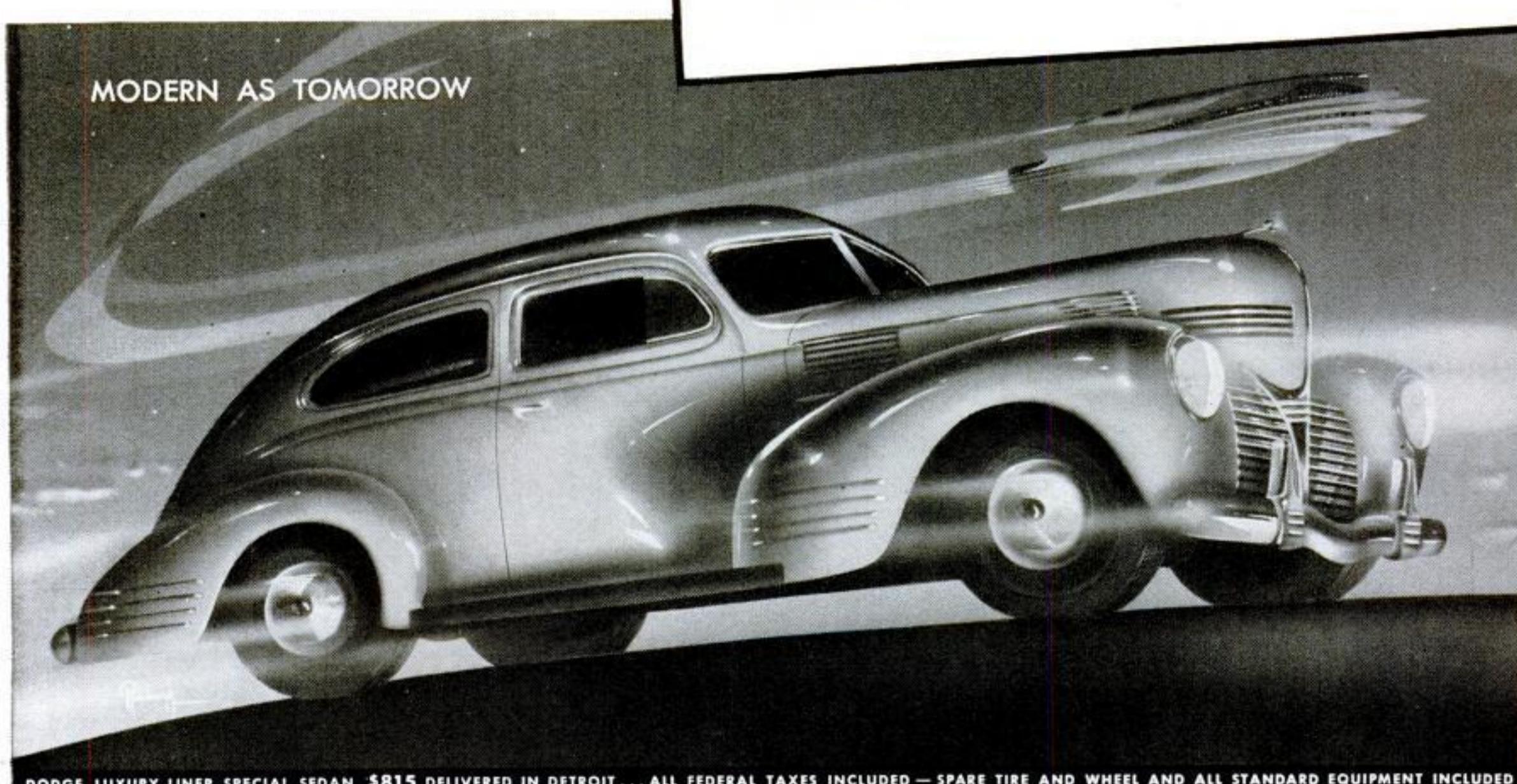
Before you make up your mind on any car, take a look at every part of this new Dodge...the handsome new front end...the luxurious interior, roomier than ever...pillow-type upholstery...sparkling new "Jewel Case" instrument panel...all features that every woman—and every man—is bound to admire!

Take a look at its many new engineering advantages, too...new handy gearshift at steering wheel at no extra cost!...new headlamps for safer night driving!...

new *invisible* luggage compartment, 27% larger!...plus many more! And don't forget the famous Dodge engine, with all the proven Dodge economy features, plus new advancements for even more efficient operation!

Last, but not least, take a look at the price tag! Here's where you'll get a real surprise—for prices of this big, 117-inch wheelbase Dodge are *actually* as much as \$55 less than last year! If your present car is of average value, you'll be surprised at how low your monthly payments will be—amazed at what a slight difference there is between Dodge monthly payments and those of the leading low-priced cars!

Tune in on the Major Bowes Original Amateur Hour, Columbia Network, Thursdays, 9 to 10 P.M., E.S.T.



DODGE LUXURY LINER SPECIAL SEDAN, \$815 DELIVERED IN DETROIT... ALL FEDERAL TAXES INCLUDED — SPARE TIRE AND WHEEL AND ALL STANDARD EQUIPMENT INCLUDED

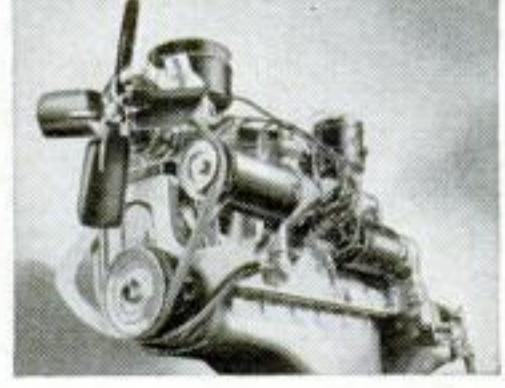


TAKE A LOOK! New handy gearshift near the steering wheel—yours at no extra cost! Nothing new to learn. Front floor is clear—plenty of room for three with no more straddling the shift lever!



TAKE A LOOK! New invisible luggage compartment, completely concealed beneath windstreamed rear ensemble, yet actually 27% larger! Three bellboys needed to carry all the luggage this new compartment will hold!

TAKE A LOOK! New Dodge Floating Power Engine. Big, powerful, dependable and what a moneysaver!



TAKE A LOOK! New headlamps wider apart, closer to road, for safer night driving! Better visibility in fog, snow and rain! Radiator grille guards, pictured above, at slight extra cost.

TAKE A LOOK
AT THESE NEW LOWER PRICES!

Coupes \$756 and up
Sedans \$815 and up

ALL FEDERAL TAXES INCLUDED

These are Detroit delivered prices and include all standard equipment: bumpers, bumper guards, spare tire and wheel, safety glass, fenders and sheet metal painted to match standard body color. State and local taxes, if any, not included. Transportation extra.

VISIT YOUR DODGE DEALER FOR DELIVERED PRICES IN YOUR LOCALITY

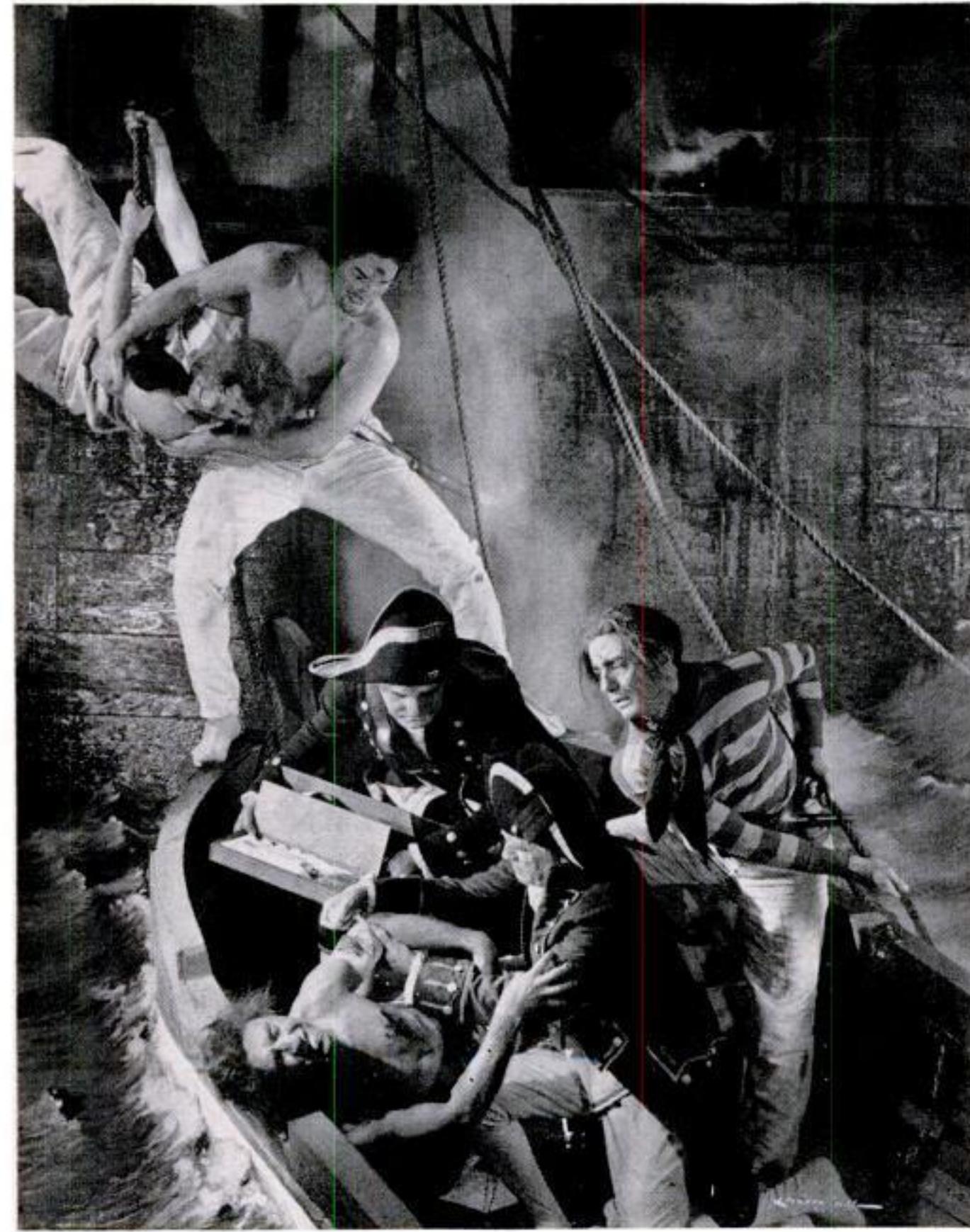
THE NEW 1939 DODGE LUXURY LINER

SPEAKING OF PICTURES

(continued)



A successful hysterectomy was described by Giovanni Croce (right), a Venetian, in the 16th Century. The patient's family watched the operation while the surgeon's three assistants held the writhing patient down on the rough operating table.



The founder of scientific surgery was John Hunter, who gained much information as an English naval surgeon in the war with France in 1761. Sailors with gunshot wounds were lifted down to rowboat in which he worked alongside the man-of-war.

I could hear those cats meowing even in my dreams



The last time my bridge club gave a tea the nastiest thing happened. The chairman had borrowed my linens. But most of the girls didn't know it. Right to my face, they razzed my napkins and joked about tattle-tale gray.



Tattle-tale gray in my clothes! It haunted me all night long. I could hear those cats meowing in my dreams. I sat up. I told my husband everything. Then he got so furious, he phoned his mother.



And even though we scared her silly, his mother was a peach. "You must be using a lazy soap that leaves dirt stuck in the clothes," she said. "Switch to the soap that takes out all the dirt—let Fels-Naptha's richer golden soap and naptha get at your wash—and stop having nightmares about tattle-tale gray."



Well, revenge is sweet! My bridge crowd was over the other night and they couldn't stop raving about how beautifully white and new my curtains and linens all looked! I'm so tickled I wish I could tell the whole world—"If tattle-tale gray is worrying you, ask your grocer for Fels-Naptha Soap!"

Banish "Tattle-Tale Gray" with Fels-Naptha Soap!

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HOBBY LOBBY —
Tune in every Wednesday night. See
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**Kipling's heroic lines inspire
Hollywood's biggest movie!**

Out of the drumbeat rhythm of Kipling's most famous 85 lines rises a picture that may well become known as the one great MOVIE of the year!...Big on the score of its armies in battle, its war elephants, its bandit hordes, its terror Temples and mystic mountains of India...Bigger still in its scope and sweep, its thrill and action...But biggest of all in the life it breathes through three roaring, reckless, swaggering sons of the thundering guns...fightin' men who stride its mighty scenes in the flesh and blood of high adventure—it is the honest movie of it all that makes Gunga Din a new experience in entertainment.

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CARY GRANT • VICTOR McLAGLEN
AND
DOUGLAS FAIRBANKS, Jr.

with SAM JAFFE • EDUARDO CIANNELLI • JOAN FONTAINE
PANDRO S. BERMAN, IN CHARGE OF PRODUCTION
PRODUCED AND DIRECTED BY GEORGE STEVENS
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& Charles MacArthur • Inspired by Rudyard Kipling's Poem

RKO RADIO PICTURES

WORLD PREMIERE
JANUARY 26th

RADIO CITY MUSIC HALL

IN YOUR CITY SOON—Watch your
newspapers for local playdates

LIFE

Vol. 6, No. 4

January 23, 1939

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LIFE'S COVER: The picture of Bette Davis was taken by Alfred Eisenstaedt at her Beverly Hills home. Miss Davis is Warner Bros.' top box-office star and Hollywood's best proof that glamor does not always out-draw acting ability. She is 30 years old, 5 ft. 3 in. tall and weighs 113 lb. without dieting. In 1934 she played her historic Mildred in *Of Human Bondage*, still the screen's best single characterization. She conducts herself with more dignity than most stars, and is devoted to her work. An article about her appears on pages 52-58.

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Better vision makes for greater comfort, better work, and security. That is why you should have your eyes examined now—every year if you wear glasses.

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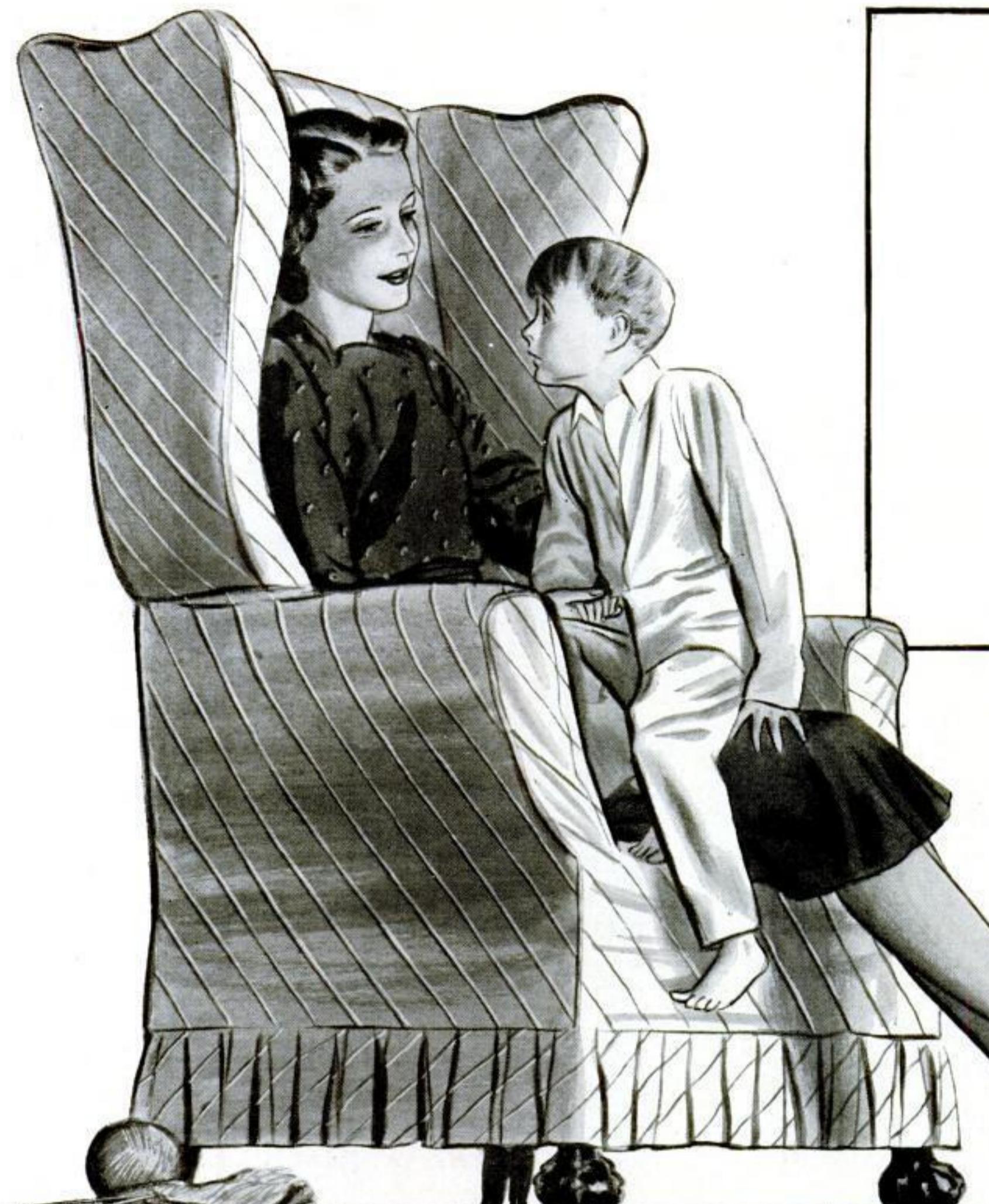
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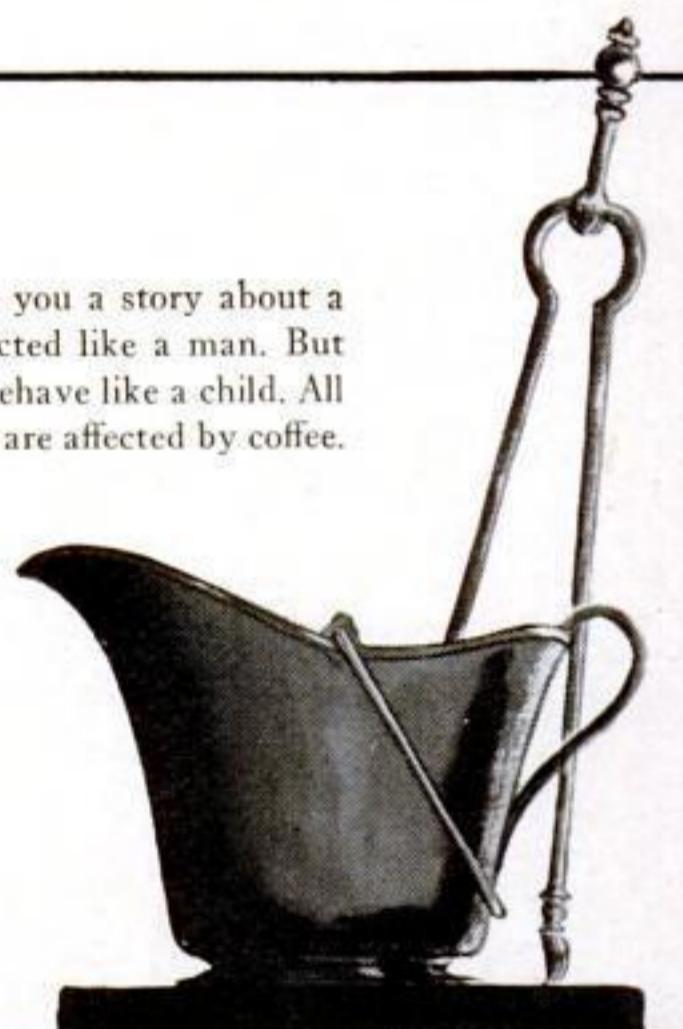
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PRESCRIBED FOR COMFORT...AND SO GOOD-LOOKING



*“Once there was
a little boy
... 30 years old”*

1. Listen, Tommy, while mummy tells you a story about a great big man. Most of the time he acted like a man. But every night at supper-time he used to behave like a child. All because he was one of those people who are affected by coffee.



2. Of course, he loved coffee very, very much. But the caffeine in it always kept him awake. Every night his wife would say: "You simply mustn't drink any coffee tonight!" And every night he'd drink his coffee, just the same.

3. So finally his wife became so discouraged she asked a wise neighbor what to do. And the neighbor said: "Give him Sanka Coffee. 97% of its caffeine has been taken out. And *only* the caffeine comes out... the flavor *stays in!*"

4. That night the wife made her husband some Sanka Coffee. "My stars," he said, "this is the best coffee I've had in years!" Then she said: "It's Sanka Coffee and can't keep you awake."



5. Yes, dear, the man was daddy. And that's why he drinks Sanka Coffee every night, and never, never loses any sleep. And that's why daddy isn't cross in the morning any more, too.

6. But, Mummy—who told the wise neighbor about Sanka? Her doctor told her that the Council of the American Medical Association says: "Sanka Coffee is free from caffeine effect and can be used when other coffee is forbidden."



SANKA COFFEE

REAL COFFEE...97% CAFFEIN-FREE...DRINK IT AND SLEEP!

DRIP OR REGULAR GRIND. A PRODUCT OF GENERAL FOODS.

TUNE IN "WE, THE PEOPLE"... laughs, pathos, thrills, drama, as real people tell true experiences!—Tuesday evening—Columbia Network—see your local paper for time and station.

LIFE

Vol. 6, No. 4

January 23, 1939



FRANCE'S PREMIER DALADIER SHAKES HANDS WITH FRANCE'S VASSAL, THE BEY OF TUNIS, JAN. 3. LEFT, TWO OF THE BEY'S SONS; OTHERS ARE TUNISIAN OFFICIALS

FRANCE DEFIES ITALY TO TAKE HER AFRICAN EMPIRE

The noisiest threat of war in Europe last week was Benito Mussolini's claims against the French colonial empire. Italy's puppet press claims that she deserves to have Tunisia, French Somaliland, a share in the Suez Canal and the island of Corsica. All these have belonged to France for at least half a century. The Italian claim is based on an obscure item in the Wartime secret treaties, which Woodrow Wilson repudiated when he threw the U. S. into the World War. The Treaty of London, Italy's price for entering the War on the Allied side, promised that if Britain and France got German colonies, Italy would get some of theirs. The points where Italy now wants French colonies are the points where the trade routes to the East can best be cut.

France's reply to this yammer was to send Premier Edouard Daladier on New Year's Day on a tour of Corsica and Tunisia. Italy promptly called it "an act of provocation." In Corsica Daladier got kissed (left), boasted of his part-Corsican wife and France's

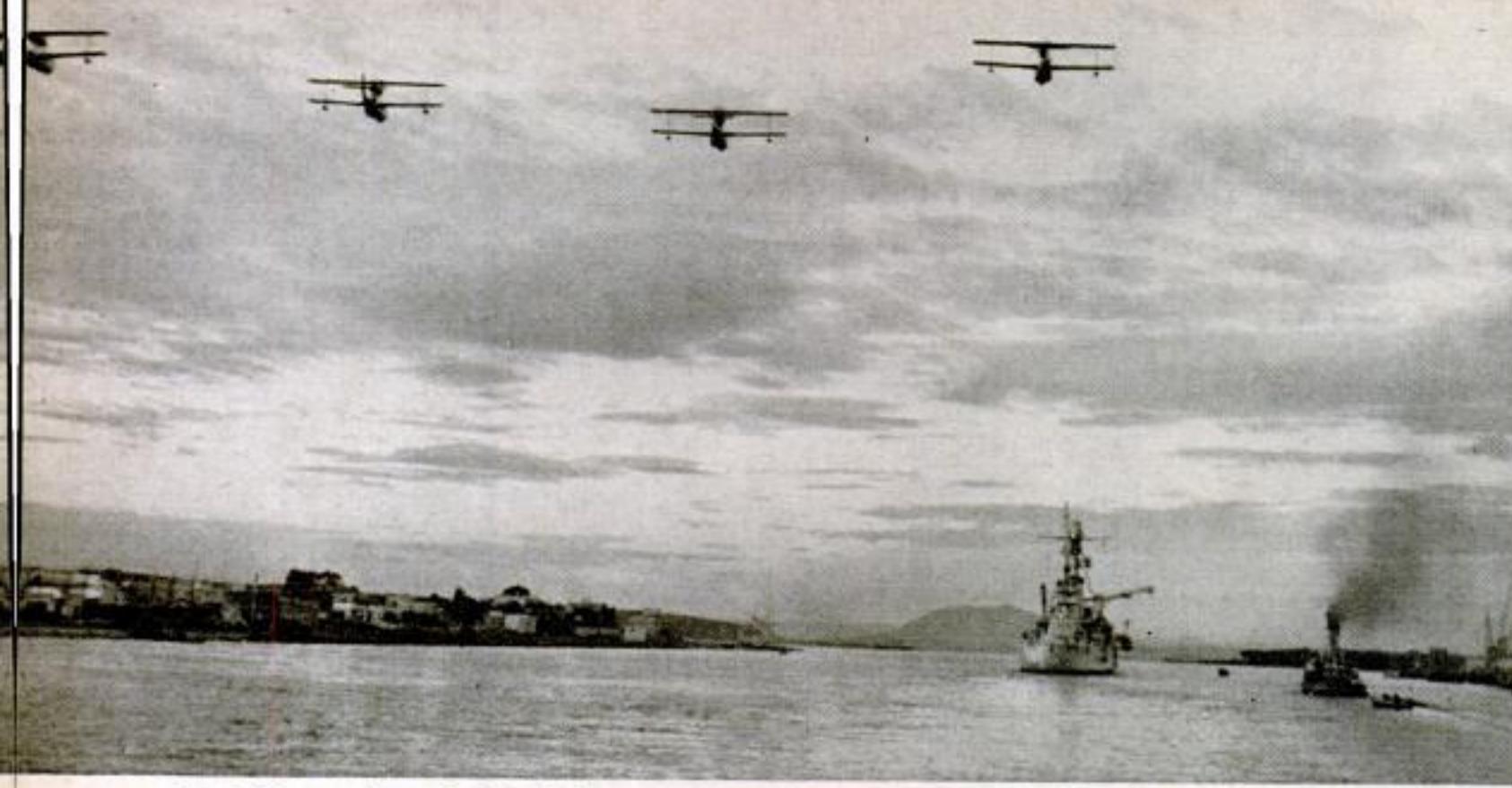
great Corsican, Napoleon I. In Tunisia he got the Order of Aned el Aman from the 72-year-old Bey of Tunisia, Sidi Ahmed II (above). As he toured Aïn-Tounin, Gabès, Sfax, Sousse and examined France's formidable defenses, an unbroken Arab roar of "Yalia Daladia!" followed him.

What pleased him most was the fitness of France's North African defenses, both on the coast and on the border of Italian Libya. His conclusion was that if Italy starts the next war in North Africa, France is ready. In his last speech in Africa Daladier cried, "I will oppose all ambitions and claims, and all more or less sly methods. I will not yield an acre of territory. I will not permit myself to be duped by juridical pretexts. There is no right against the right of France."

Daladier's great fear was that his ally, British Prime Minister Chamberlain, would give away pieces of France on his visit to Mussolini. Chamberlain, however, only listened to Mussolini, gave away nothing.



A CORSICAN BEAUTY WELCOMES FRENCH PREMIER



Daladier arrives in Tunisia on the cruiser *Foch*. This is the bay of Bizerte, probably the greatest colonial naval base in the world which the French have quietly armed to the teeth. It could hold every battleship in Europe, can repair nine at a time, and has a huge arsenal.



The Bey's throne room in the K'sar Said in Tunis, where Daladier and the Bey, advancing from opposite sides of the room, met as equals in the center. In this onetime harem palace, the Bey's ancestor signed away Tunis' independence in 1881. The decor is French.

THE FRENCH PREMIER INSPECTS HIS



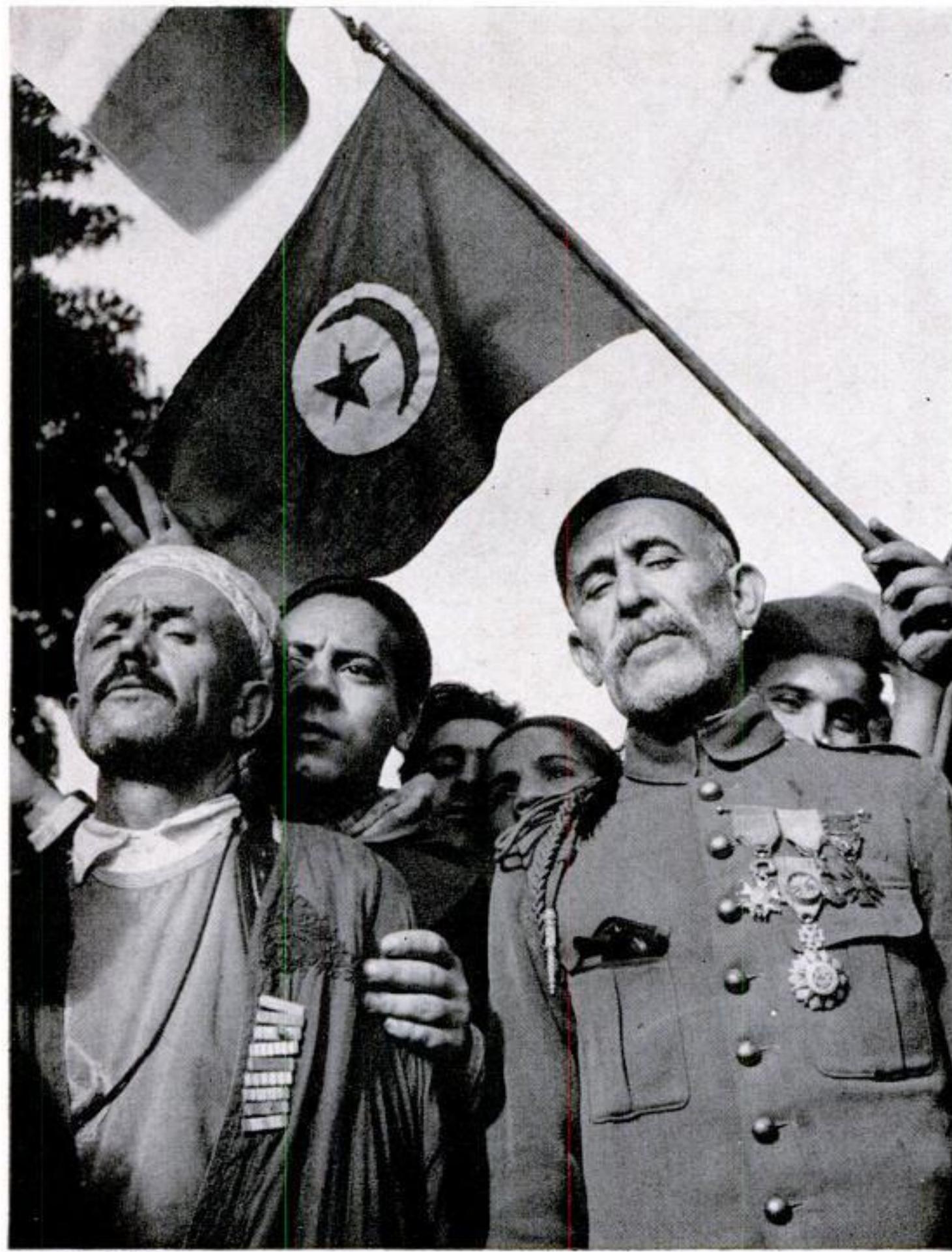
Premier Edouard Daladier of France pays a visit to the War Monument at Tunis, backed by French naval officers and regimental flags. France's North African colonial levies are generally rated as among some of the best fighting men in the whole French Empire.



The tanks of France roll past the wards of France at Ain-Tounin (the well of Tounin), 60 miles from the border of Italian Libya. Among the Berbers and Arabs are many Moslem

Negroes from the South Sahara who came 1,400 miles for this event. Here Premier Daladier reviewed from a black camel's-hair tent 15,000 Senegalese and Tunisian troops and

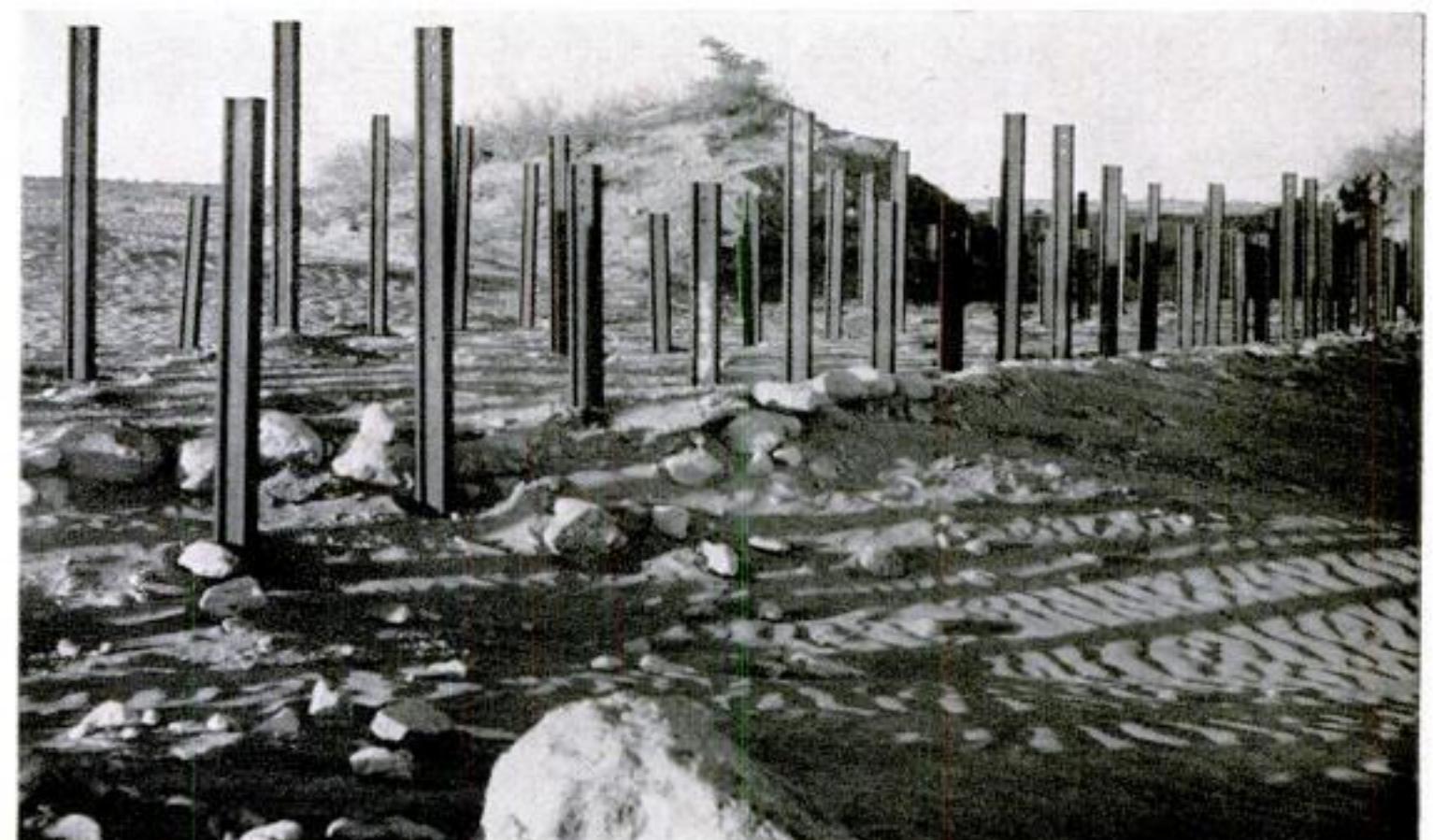
DEFENSES IN NORTH AFRICA WHERE THE NEXT WAR MAY WELL BEGIN



Two World War veterans turn out at Cape Bon. The Arab on right wears, from left, the Legion of Honor, a Tunis decoration, the Médaille Militaire, the Croix de Guerre with three palms and three stars. Other man has pawned his. Above, the red and white flag of Tunis.



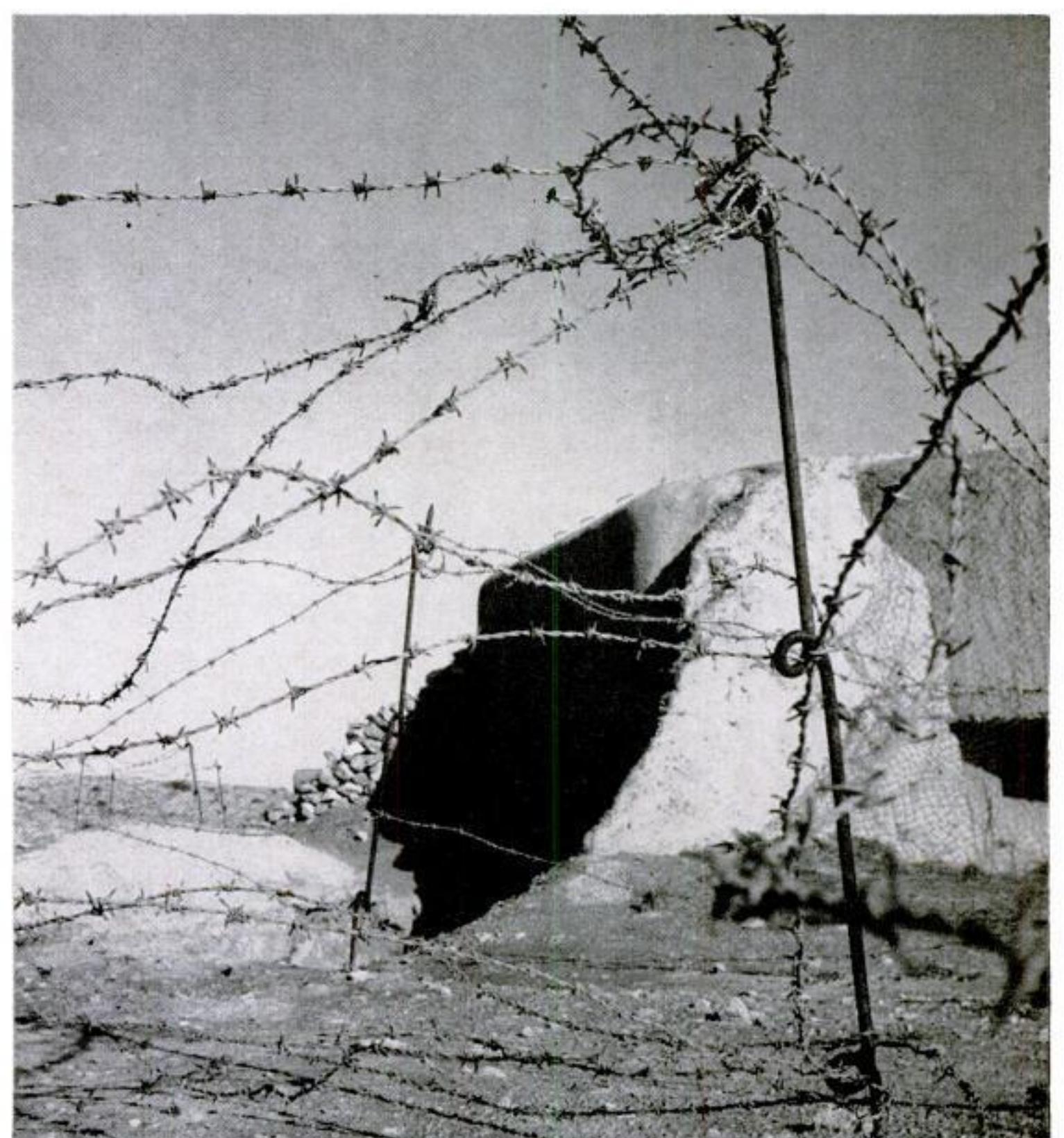
Senegalese maneuver. The guns are 1914 Hotchkiss. The French Army, superb in trained manpower, has much old materiel. These fierce blacks prefer hand-to-hand knife fighting.



Tank barrier on France's little-noticed Mareth Line on the border of Italian Libya. (Mareth is a little village near the frontier.) Here France has built a miniature Maginot Line.



mounted Spahis. These tanks carry three men, a 47-mm. cannon with 90 shells and two machine guns. The mast-like riggings on the tanks are aerials which are also armored.



Pillbox on the Mareth Line, never before photographed this close. This line is 70 miles behind the border of Italian Libya, has underground storehouses of figs, dates, palm-tree milk.

LIFE ON THE NEWSFRONTS OF THE WORLD

America worries about the world; Congress bucks the President; Czechs go Fascist

One year ago the visit of a French Premier to Corsica and Tunisia would have been inside-page stuff for American newspapers, worth only a glance to most readers. Today, Premier Daladier's excursion to these threatened territories looms big in American headlines, well earns first place in this week's issue of LIFE (see p. 13). Provincial no longer, Americans week by week grow more passionately concerned with the tense drama of world conflict, and with the



MILITARY AFFAIRS CHAIRMEN & AMBASSADORS

great decision now being made about the part which they shall play in it. . . . Sounding off for Rearmament, Ambassadors Bullitt and Kennedy on Jan. 10 warn the Military Affairs Committees of Congress that Mussolini's ambition to imitate Hitler's land-grabs threatens Europe with war next spring. They, too, confirm the reports of Germany's enormous air fleet. . . . President Roosevelt, having allotted a peacetime record \$1,300,000,000 for the Army and Navy in his regular budget, sends Congress a message requesting an additional \$552,000,000 for Rearmament—\$300,000,000 of it to give the Army at least 3,000 new fighting planes, \$10,000,000 to train reserve pilots to run them if war comes. . . . The National Advisory Committee on Aeronautics reports to the President that foreign progress in aviation, both military and commercial, is leaving America in the lurch. . . . Major General H. H. Arnold, Chief of the Army Air Corps, repeats the warning and calls for research to produce pursuit planes capable of 400 to 500 m.p.h. . . . The American people take sides in a foreign war. Loyalist sympathizers bombard the State Department with demands for lifting the embargo on shipment of American munitions to Spain. Catholic organizations angrily insist that the embargo be kept. . . . The U. S. Government takes sides in a foreign war. It is revealed that Secretary Hull last July wrote airplane manufacturers requesting them to stop selling planes to Japan, that all manufacturers but one have complied. . . . Chairman Key Pittman of the Senate Foreign Relations Committee, who believes that America should "enforce morality and justice" throughout the world, announces that his committee will begin hearings Jan. 25 on revision of the Neutrality Act to let America take sides still more aggressively in foreign quarrels.



ARNOLD

Relief Revolt. President Roosevelt called on Democrats to stick together at the Jackson Day dinner in Washington, and Vice President Garner benevolently patted him on the head. But this gesture

was not to be interpreted as rising from anything more than high spirits and personal affection. "Cactus Jack" Garner is now the acknowledged leader of rebellious Democrats in Congress, determined to cut spending and get White House politics out of Relief. Last week, with the support of resurgent Republicans, they lost no time getting the bit in their teeth. While the Senate was busy forcing Harry Hopkins to admit that Relief has been perverted to political purposes (see p. 20), the House got to work on President Roosevelt's request for \$875,000,000 to carry WPA to July 1, slashed it by \$150,000,000. New Dealers sat silent and unprotesting as the insurgents also voted amendments which would: 1) bar aliens from Relief rolls; 2) nullify a Presidential order aimed to assure some 37,000 present WPA administrative officials of their jobs by blanketing them into civil service; 3) give the States, particularly in the South, a more nearly equal share of Relief funds by prohibiting WPA from varying its regional wage scales more than 25% (urban New Yorkers now get \$55-per-month minimum, while rural Georgians get \$26); 4) make it illegal for any WPA supervisor to attempt to influence an underling politically.



GARNER & FRIEND

Scarlett Signed. After two-and-one-half years of ballyhoo, winding up in a prospect of anti-climax which scared most Hollywood stars away from the part, announcement was made Jan. 13 that an English actress named Vivien Leigh had been persuaded to accept the role of Scarlett O'Hara in the movie *Gone With the Wind*. Actress Leigh is 25, brown-haired, 5 ft. 3 in. tall, green-eyed, has a 5-year-old daughter. She played the bookseller's philandering wife in Robert Taylor's *A Yank at Oxford*.



LEIGH

End of Cedillo. Strange and troublesome things are going on next door to the U. S. and this week LIFE shows the progress of the social revolution that is remaking Mexico (pp. 29-45). Last week the only active rebel in Mexico, Gen. Saturnino Cedillo, was caught in the hills by Mexican troops and killed. The boss of San Luis Potosi State, he let himself be crowded into feeble revolt last year, muffed his chance to cut Mexico's chief communications with the U. S., all of which run through his State.



CEDILLO

One More. A revealing comment on the kind of democracy Czechoslovakia was before Munich is that since Munich it has relapsed with amazing ease into Fascism. But in spite of having given up 3,500,000 Germans it realized last week it had one left, Ernst

Kundt, persistent leader of the Czech Nazis. "The Jews," cried he, "are becoming more impudent than ever." What had happened was that American businessmen were seriously asking the Czech Government whether or not it proposed to discriminate against its Jews. If so, American purchases in many lines would stop.

The Czech Cabinet debated this seriously, finally decided to put up \$2,500,000 to send Jews to Palestine. But Germany still has use for the new Czechoslovakia as a pawn to start trouble among Ukrainians in Poland, Rumania and the U.S.S.R. Last week there uprose a General Popoff who styles himself Hetman of the Ukraine. He asked for recruits to the new irregular Ukraine Guard in Czechoslovakia's eastern end to fight whomever Hitler chooses. Some of these Guards charged across the Hungarian border for a brief melee. Hungary issued an ultimatum that if any more came over, she would chase them back right into Czechoslovakia. Then Hungary fell into the German line by signing the Fascist anti-Communist pact and recognizing Japan's puppet state of Manchukuo.

PICTURE OF THE WEEK

A Senate Judiciary sub-committee last week held public hearings preliminary to a vote on confirming President Roosevelt's nomination of Harvard Law Professor Felix Frankfurter to the Supreme Court (see p. 20). The witnesses who appeared against Professor Frankfurter were typical of those who testified last year before the Dies Committee Investigating Un-American Activities. Easily the star performer was the famous Mrs. Elizabeth Dilling, author of *The Red Network*, a privately-printed book (1934) in which this restless Chicago suburban matron listed Mrs. Roosevelt, Secretary Ickes, Senator Borah, William Allen White, Mrs. J. Borden Harriman and some 1,300 other citizens as dangerous Reds. As a child whose playmates remember her as highly emotional, Mrs. Dilling was absorbed in religion, wrote 30-page letters to friends about the Bible. Her anti-radical passion is said to have burgeoned as the result of a brief visit to Russia. Once a concert harpist, she says she will not touch the strings again until sound American principles once more rule the U. S. Government. After dismissing Professor Frankfurter as a tool of the "Red revolutionaries," fast-talking Mrs. Dilling informed the Committee that both President and Mrs. Roosevelt are "dangerous radicals," offered to prove it in 15 minutes. The Committee declined the offer. What, asked Democratic Senator Neely, did she think about the Republican Party's No. 1 Brain-truster, Dr. Glenn Frank? "He's a very dangerous man," snapped Mrs. Dilling.



Mrs. Elizabeth ("The Red Network") Dilling warns the Senate against Felix Frankfurter

LONDON'S UNEMPLOYED DEMAND TO BE "APPEASED" BY CHAMBERLAIN



"We want to be appeased," chanted the unemployed as they marched in London on New Year's Eve, bearing a coffin (above) inscribed: "He did not get winter relief!" and "The unemployed—no appeasement." Three days later when they tried to dump the coffin on Prime Minister Chamberlain's doorstep, police took it from them, carried it off in a truck (below). On Jan. 10, having got back their coffin, they brought it forth again when they booed Chamberlain as he left Victoria Station, bound for Rome to appease another dictator. This time their slogan was "Appease the unemployed—not Mussolini." Chamberlain gave no signs of hearing them.



FIRST LADY TELLS NEGROES SHE SUPPORTS ANTI-LYNCHING BILL



On Jan. 12 Mrs. Roosevelt attended a conference on Negro problems in Washington. Standing beside Mrs. Mary Bethune of the National Youth Administration (above), she said of the Anti-Lynching Bill: "I doubt if that law would end lynching, but I would like to see it passed because it would put us on record against something we should all be against." Previous day she had given a White House tea for leaders of the "Fight Infantile Paralysis" campaign (below). Left to right: radio's Martha Deane, Mrs. Gifford Pinchot, Mrs. Harry Woodring, Representative Rogers and Cathleen Carrico, who made a remarkable recovery from infantile paralysis.



ROBBERY IN BALTIMORE CLOTHING STORE IS FOILED BY TWO ROBUST SALESMEN



A rough & tumble developed on a Baltimore sidewalk, Jan. 10, when two alert Baltimore clothing-store salesmen pounced on Walter Brown as he walked out of their store with a stolen suit of clothes tucked under his coat. In the scrimmage Brown threw away the

clothes which can be seen lying on the sidewalk. To hold him until the police arrived, Manny King lay on his head and George Roscoe tugged at one of his legs. Pedestrians stopped, gazed and did nothing. But a wide-awake news photographer snapped this action shot.

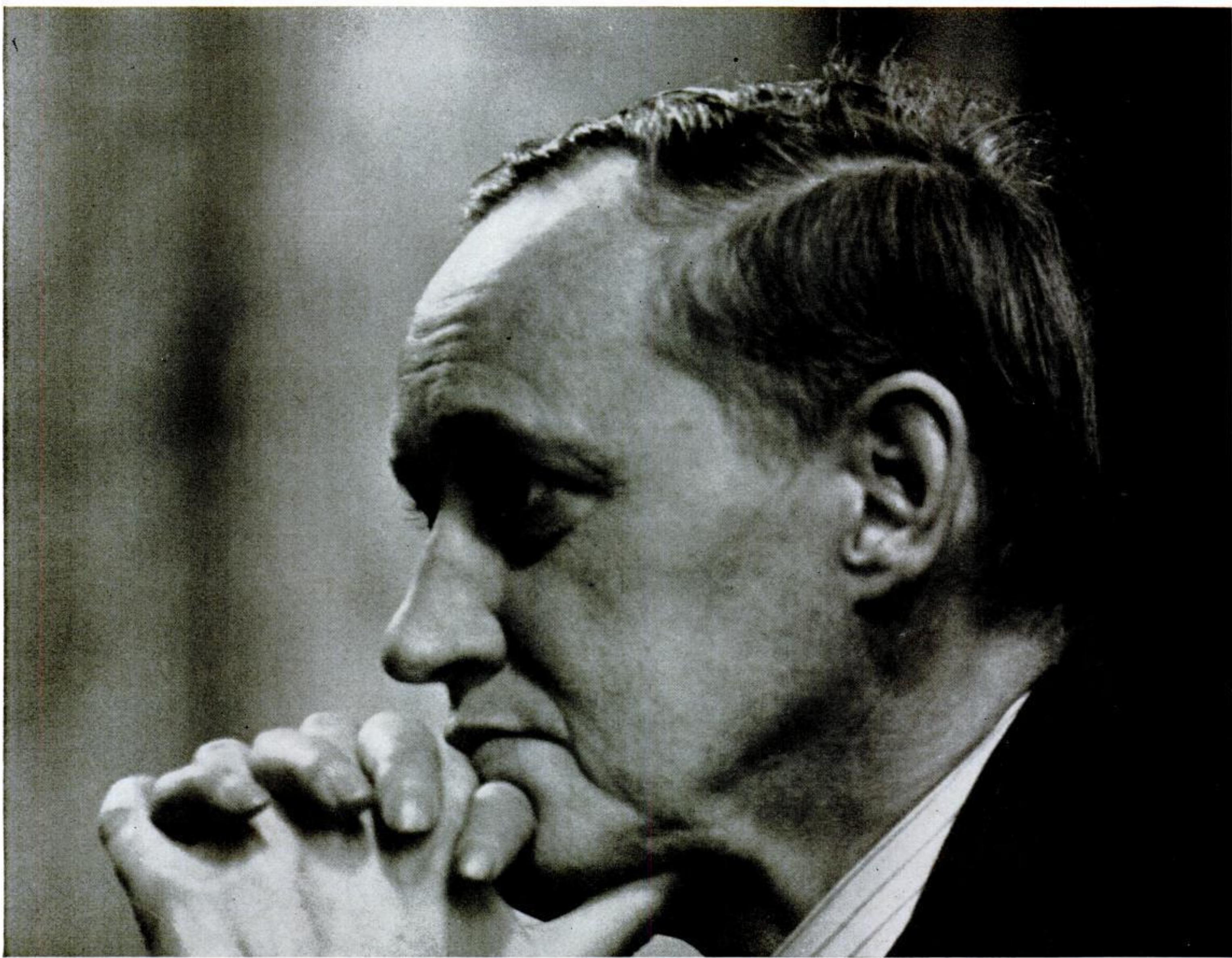
LONDONERS LEARN HOW HIGHLANDERS LOST THEIR PANTS 200 YEARS AGO



In London's Royal Academy on Jan. 6, an exhibition of Scottish art featured a series tracing the evolution of kilts from the 17th Century. At left you see a snug plaid outfit dating from 1745. At that time the skirtlike kilt had not yet



been invented. Scotsmen swathed themselves in yards of loose tartan, in winter made themselves tight little pants. The separate knee-length kilt was devised by a smart Army tailor about 1760. At right: uniform of Royal Archers.



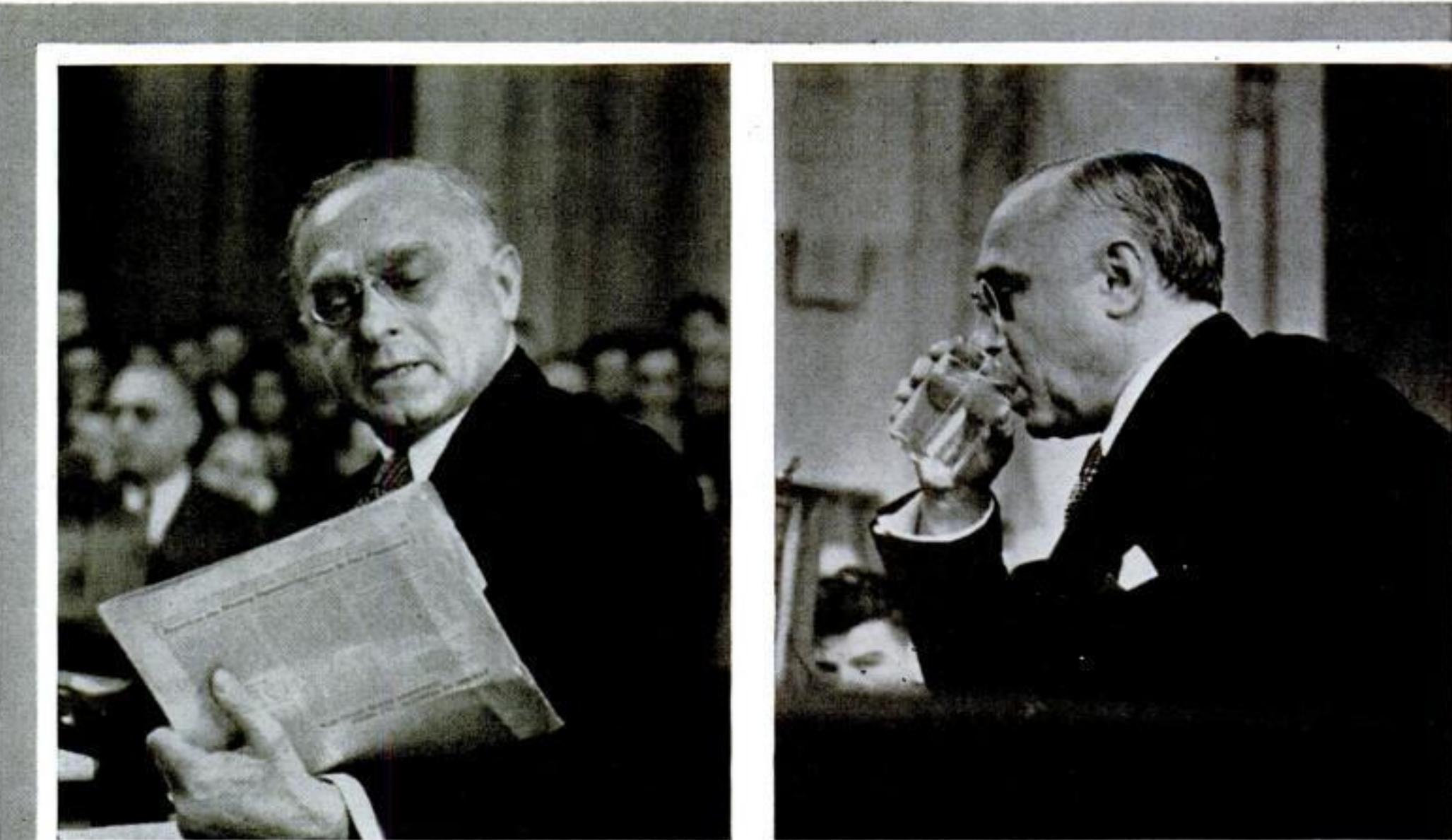
A man of warm emotions is revealed in these remarkable photographs of Harry Hopkins under the stress of Senate questioning. Now generally accounted Franklin D. Roosevelt's most intimate adviser and favorite for the White House succession in 1940, Secre-

tary Hopkins defended his Relief record with skill and courage. High points of his testimony came when he acknowledged errors. Major admission: "If I had the whole road to go over again, as administrator of Relief, I would not make political speeches." Pressed

SENATE AND CAMERAS TEST HOPKINS AND FRANKFURTER

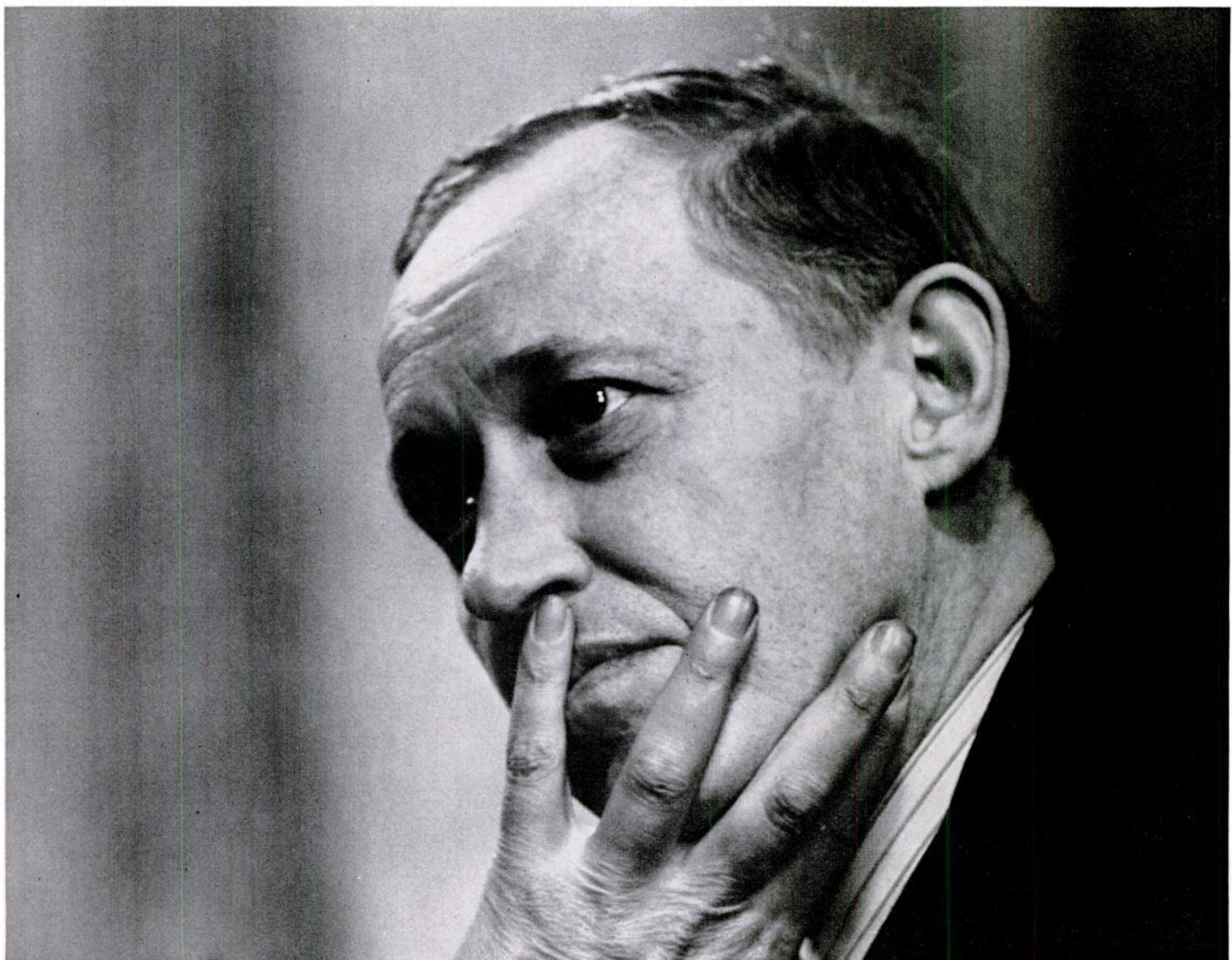
Unfriendly Senators' tongues are not the only torture instruments a man has to face at the modern inquisition called a Senate investigation. There are also the news cameras. When new Secretary of Commerce Harry Hopkins appeared before the Senate Commerce Committee on Jan. 11 to be grilled on his Relief record, newsreel cameramen had loaded the great chandeliers of the marble caucus room with scores of brilliant photo-flood lamps. As Senators pelted the former WPA Administrator with searching questions, the lights glared down on him as bright as those that shine on a police line-up, movie cameras ground, a battery of still cameramen crouched around him waiting to flare their flashbulbs in his face at any unusual expression or gesture (above).

Next day in the same room the performance was repeated as Senators questioned the President's new Supreme Court nominee, Felix Frankfurter (right).



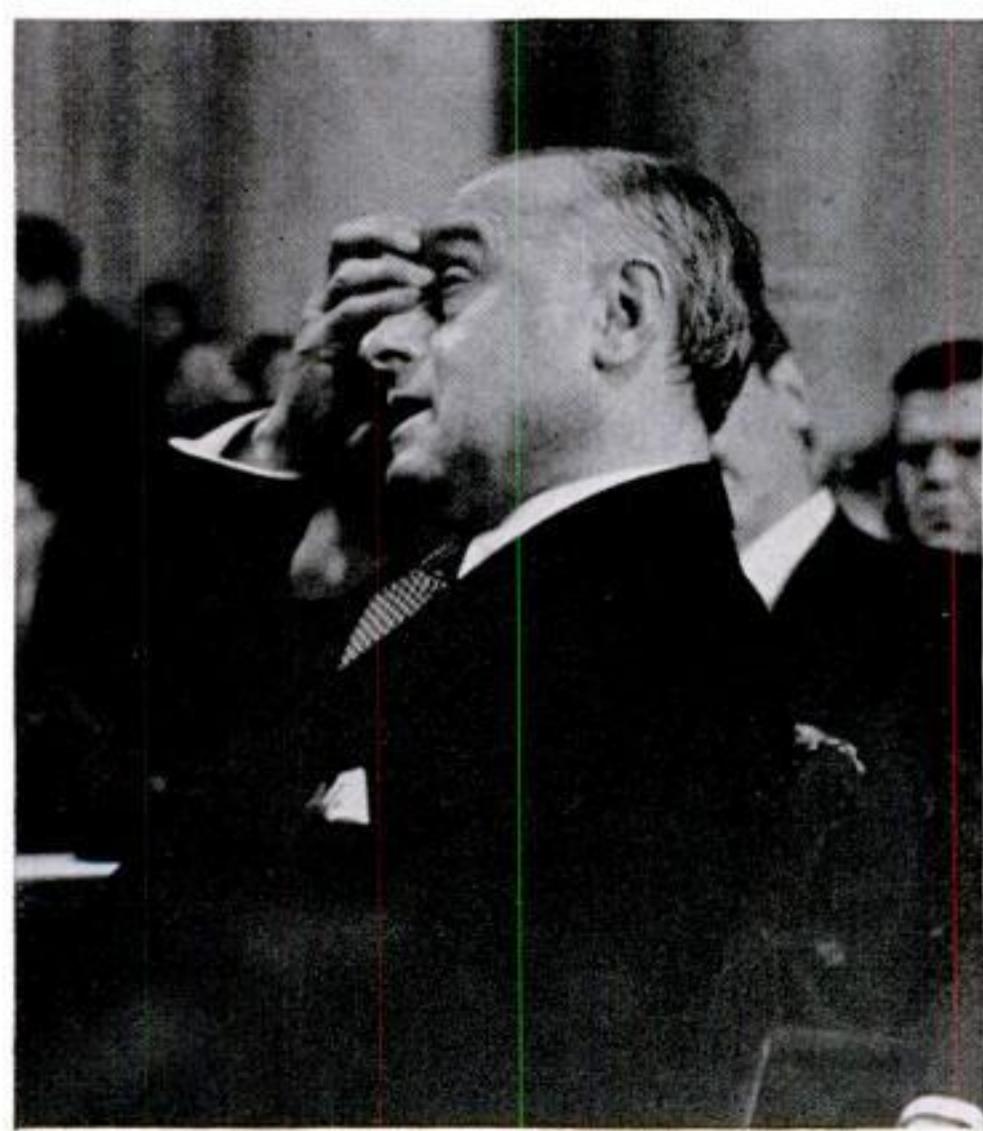
A man of cool intellect is revealed in these pictures of Supreme Court Justice-designate Felix Frankfurter under Senate questioning. Imperturbably, the Harvard Law pro-

fessor refuted charges of radicalism aimed at him by Red-baiters and Jew-haters who had previously appeared before the committee (see p. 17). Frankfurter on his Ameri-



about his failure to discipline Kentucky WPA supervisors when their political finagling was revealed, he confessed: "After it was all over, we agreed that we should have fired those fellows. I don't know why we didn't. We made a mistake." He admitted that his

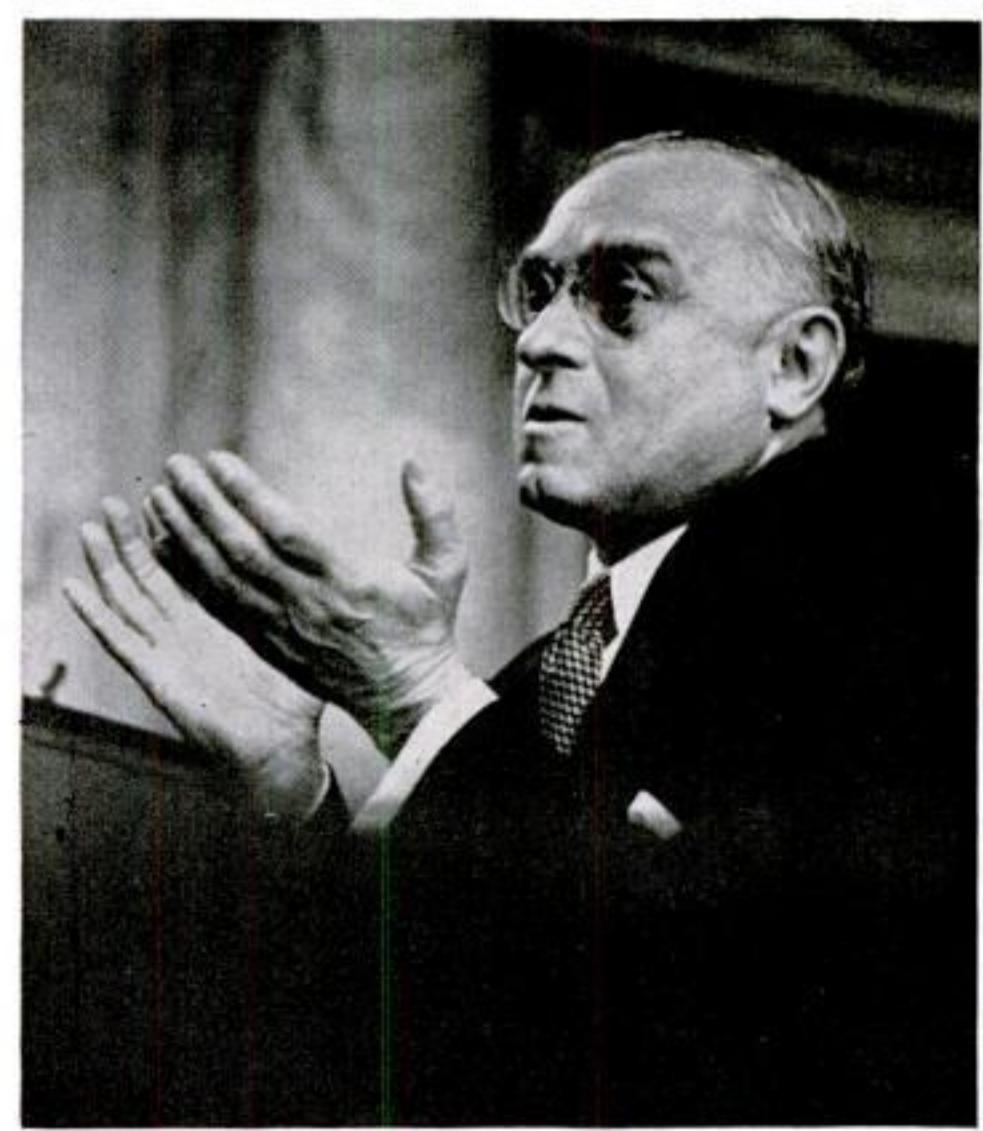
assistant, Aubrey Williams, had been "indiscreet" last summer in exhorting Relievers to "keep our friends in power," but pleaded that a "great public servant" should be allowed some indiscretions. He flatly denied ever making the famous "spend, tax, elect" statement.



canism: "Senator, you've never taken an oath to support the Government of the United States with less reservation than I have or would now, nor do I believe that you



are more attached to the theories and practices of Americanism than I am." On Communism: "I am not qualified to be a member [of the Communist Party] because



that Party does not represent my views of life or government." On civil liberties: "Civil liberty means civil liberty for those we do not like as well as those we do like."

WINDSORS GREET PRESS AND NEW YEAR AT CANNES



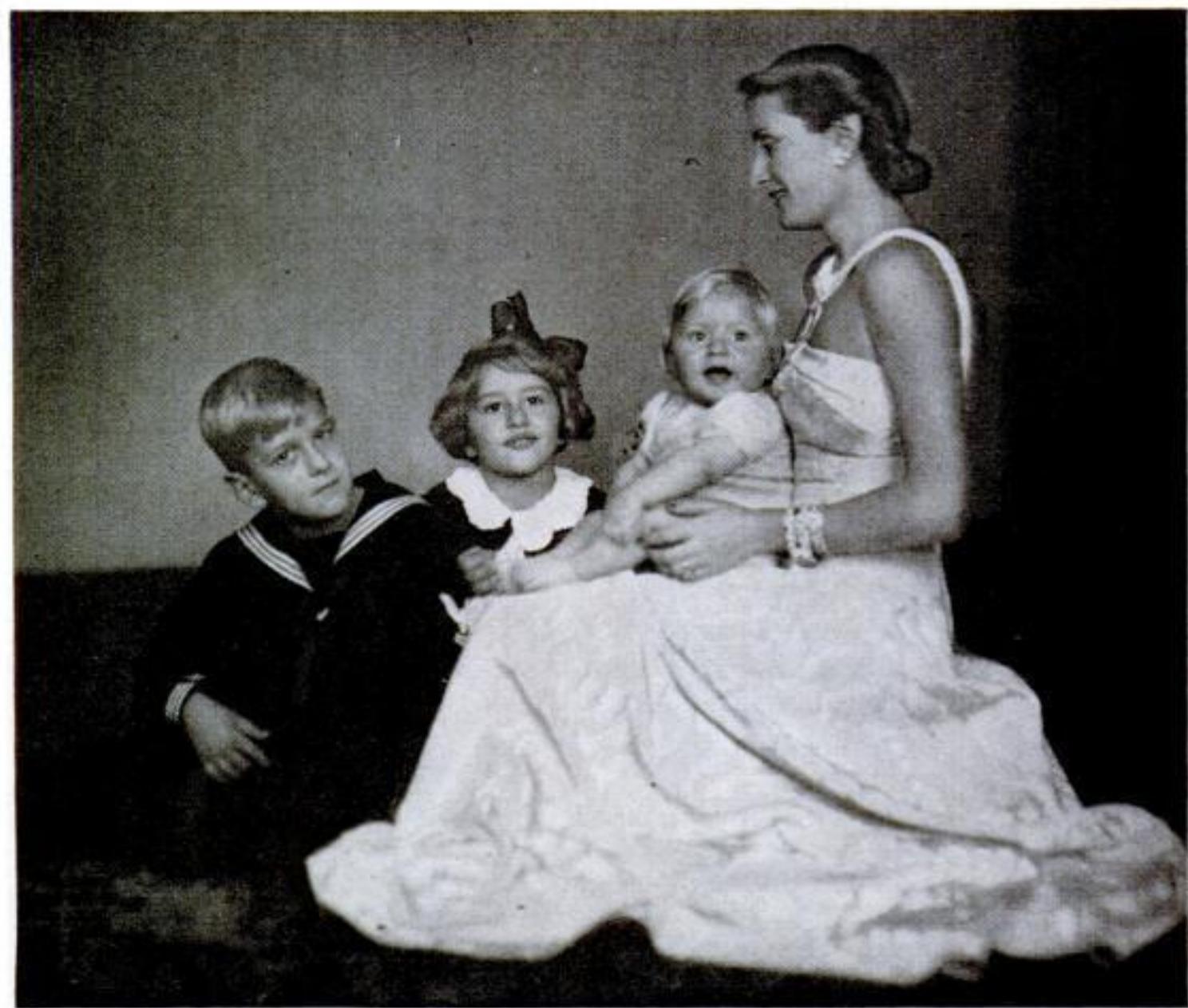
The Duke and Duchess of Windsor, wintering at Cannes, granted a formal camera interview as their New Year's gift to the press. Night before, they had dined on caviar, crawfish, pear melba and champagne at Monte Carlo. At midnight the Duke had kissed the Duchess' cheek. There was no truth to a rumor, it was said, that the Duke would visit England without her.

FIRST VANDERBILT POSES WITH HIS POSTERITY



The Rhode Island Vanderbilts, recently installed as their State's first family, seated themselves for a group picture, Jan. 4, beneath a portrait of their great ancestor, Commodore Cornelius Vanderbilt, hard-boiled creator of the New York Central system. Left to right: Elsie (twin), Mrs. Anne Colby Vanderbilt, Gov. William H. Vanderbilt, Emily, Anne (twin).

EDDA MUSSOLINI SHOWS ITALY A BUDDING BROOD



Countess Ciano, daughter of Italy's dictator and wife of its young Foreign Minister, blossomed in Fascist newspapers recently in a new, official and properly philoprogenitive portrait. Handsome Edda inherited her looks from her mother. Impulsive and self-willed, she alone in Italy is not afraid of her father. Her children: Fabrizio, Raimonda, Marzio.

BISHOP OF LONDON BIDS THE THEATER FAREWELL



Head of the world's largest diocese (600 benefices, 1,100 clergymen, 4,000,000 souls), the Bishop of London is remarkably spry for 81. He plays tennis and hockey, likes the theater. This Christmas he attended a favorite play, *Where the Rainbow Ends*, a child's fantasy, for the 15th and last time. He retires in July after 38 years in Fulham Palace.



A PAINTING GETS CLEANED WITH SURPRISING RESULTS

For 40 years, Jacob Jordaens' painting of *The King Drinks* (above) has hung in the Royal Museum of Fine Arts in Brussels. In all that time it has aroused no curiosity except as a typical Flemish painting with an earthy humor, reflected in the behavior of the King's friends and the strange position of a crying child lying on the lap of a woman who held a drink in

her hand (*at right*). Recently the painting was taken down, cleaned and X-rayed. The X-rays revealed a surprise: the part of the painting which showed the woman and child had been overpainted. When the added layer of paint was removed (*below*), the child's trousers disappeared and the woman was not holding a glass in her hand, but changing the child's diapers.



SCIENCE

WOMAN MAKES GLASS INVISIBLE BY USE OF FILM ONE MOLECULE THICK



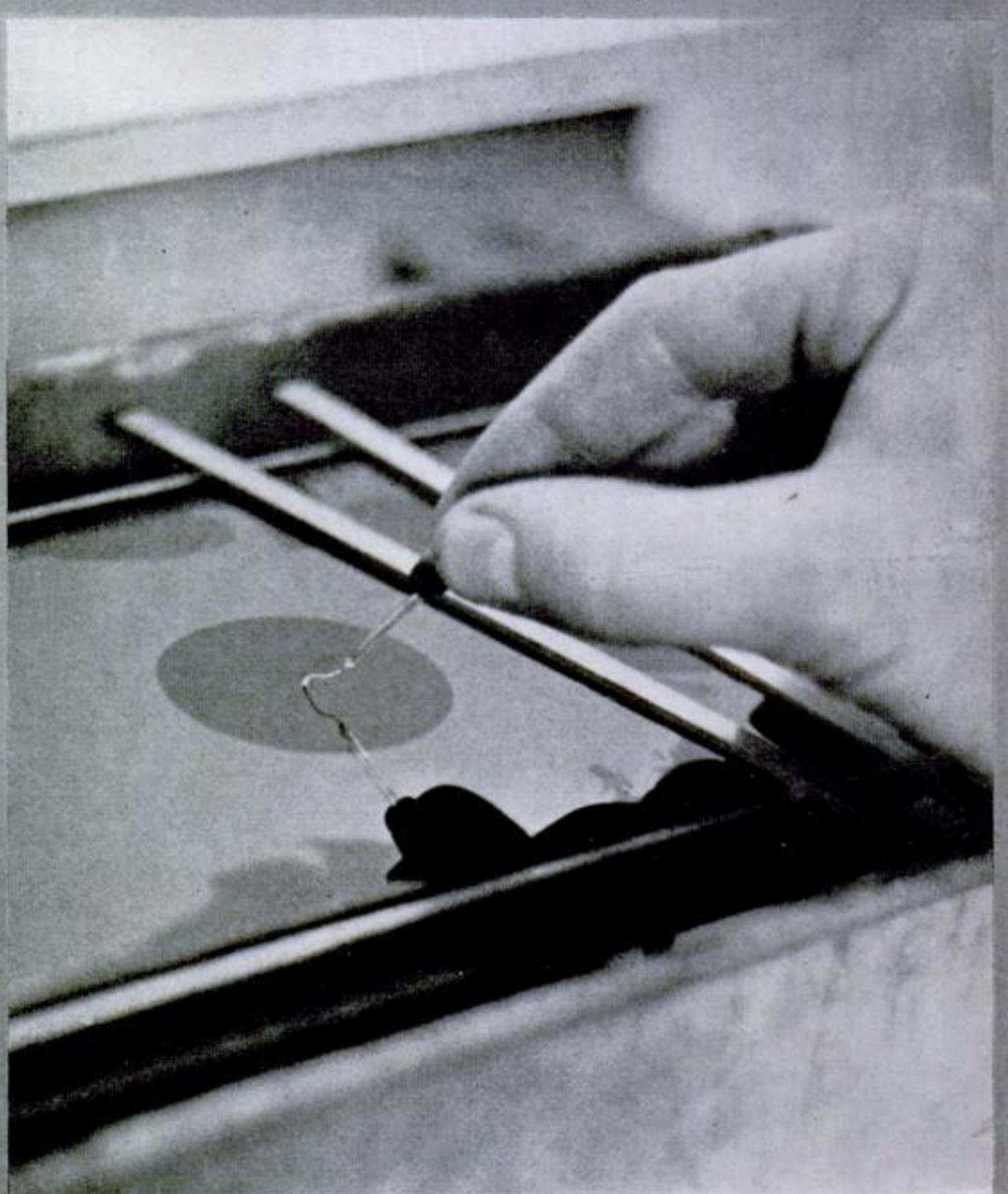
SCIENTIST KATHARINE BLODGETT

making glass disappear is to eliminate reflection. This Dr. Blodgett accomplished by coating a normal piece of glass with 44 layers of film, together only $4/1,000,000$ -in. thick. The film sets up an interference which stops all reflections.

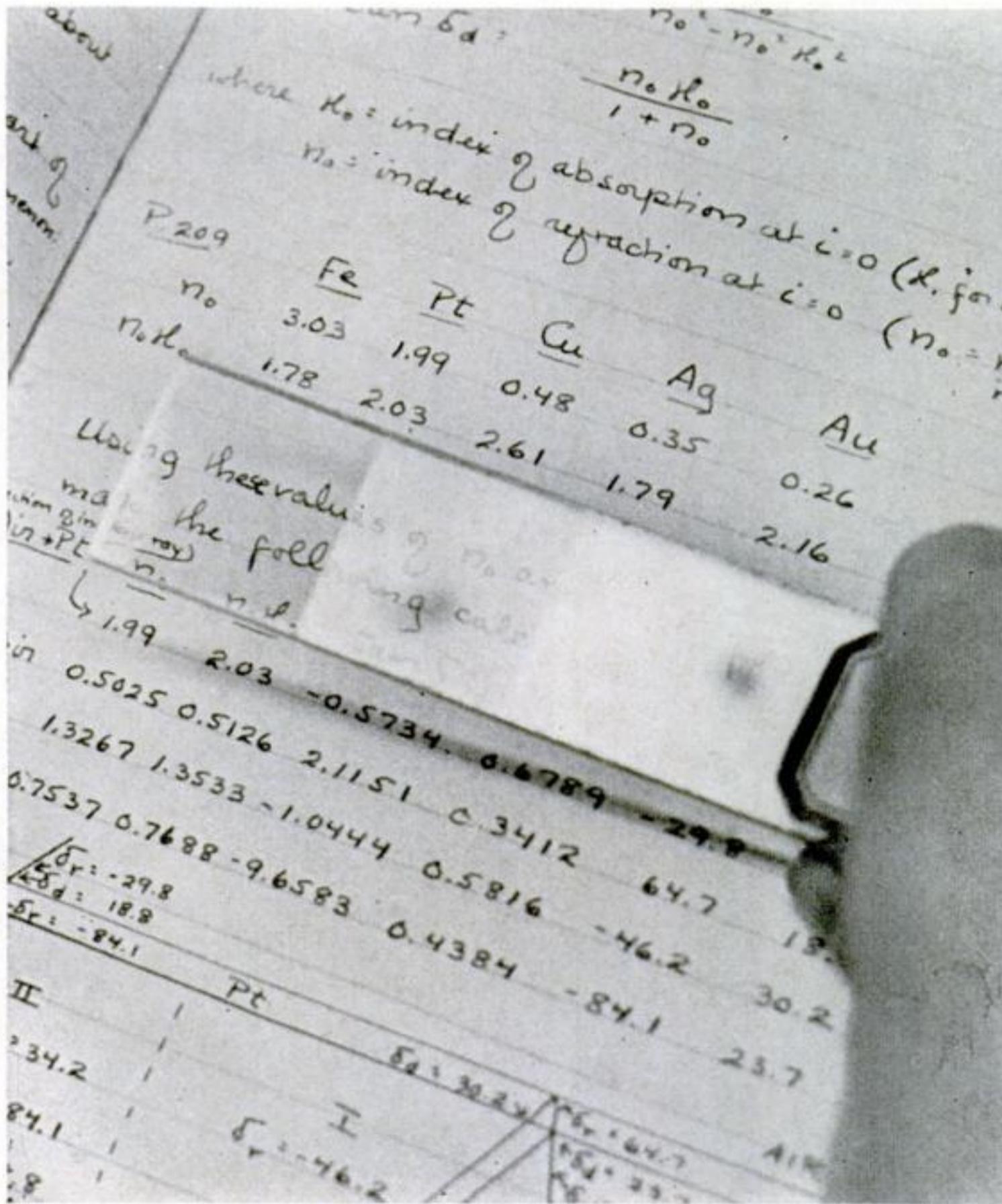
To make invisible glass commercially practical, some way must be found to harden the film. Then its uses will be innumerable. Show windows will vanish and windshields will not reflect distracting lights. Eyeglass wearers will not be bothered by reflections. Photography will benefit from lenses which will admit 99% of light instead of about 75%.

When Nobel Prize Winner Irving Langmuir announced in 1917 that he could make films only one molecule thick, scientists were all applause but practical industrialists saw little advantage in the discovery. Fortnight ago, Dr. Langmuir's assistant at the General Electric Co., Dr. Katharine Blodgett, reported that this very discovery had made it possible to produce invisible glass.

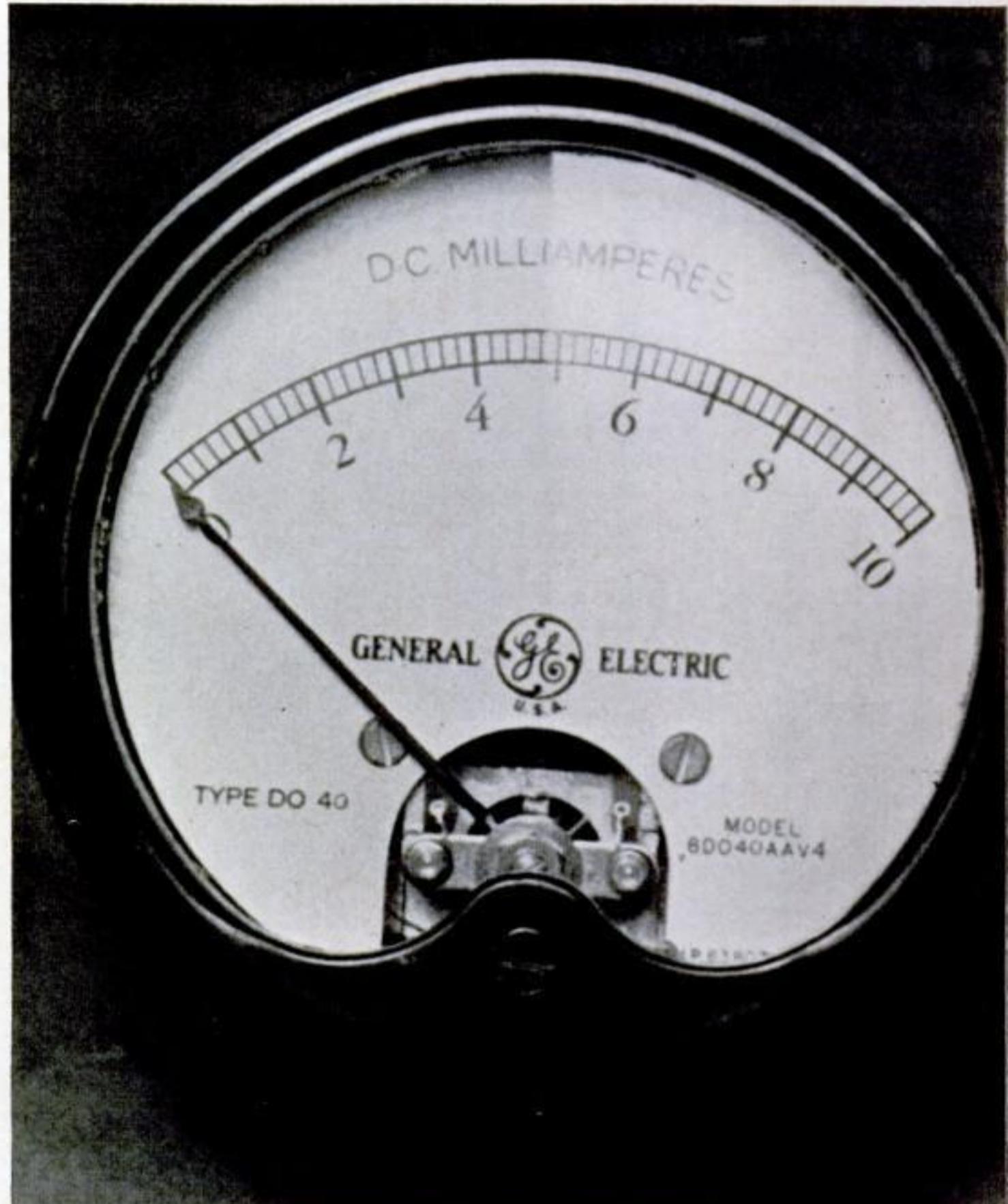
Ordinary glass is visible because it reflects some light rays, sends them bouncing back into your eye where they tickle your retina. Trick of



Invisible film floats on a chemical solution in the dipping tank. Though unseen, its existence is proved by the drop of oil which pushes it back in a perfectly even circle.



Dipped 22 times, the left third of this strip of glass is invisible. The middle section, dipped ten times is still visible. The untreated right part looks opaque as it reflects light rays.



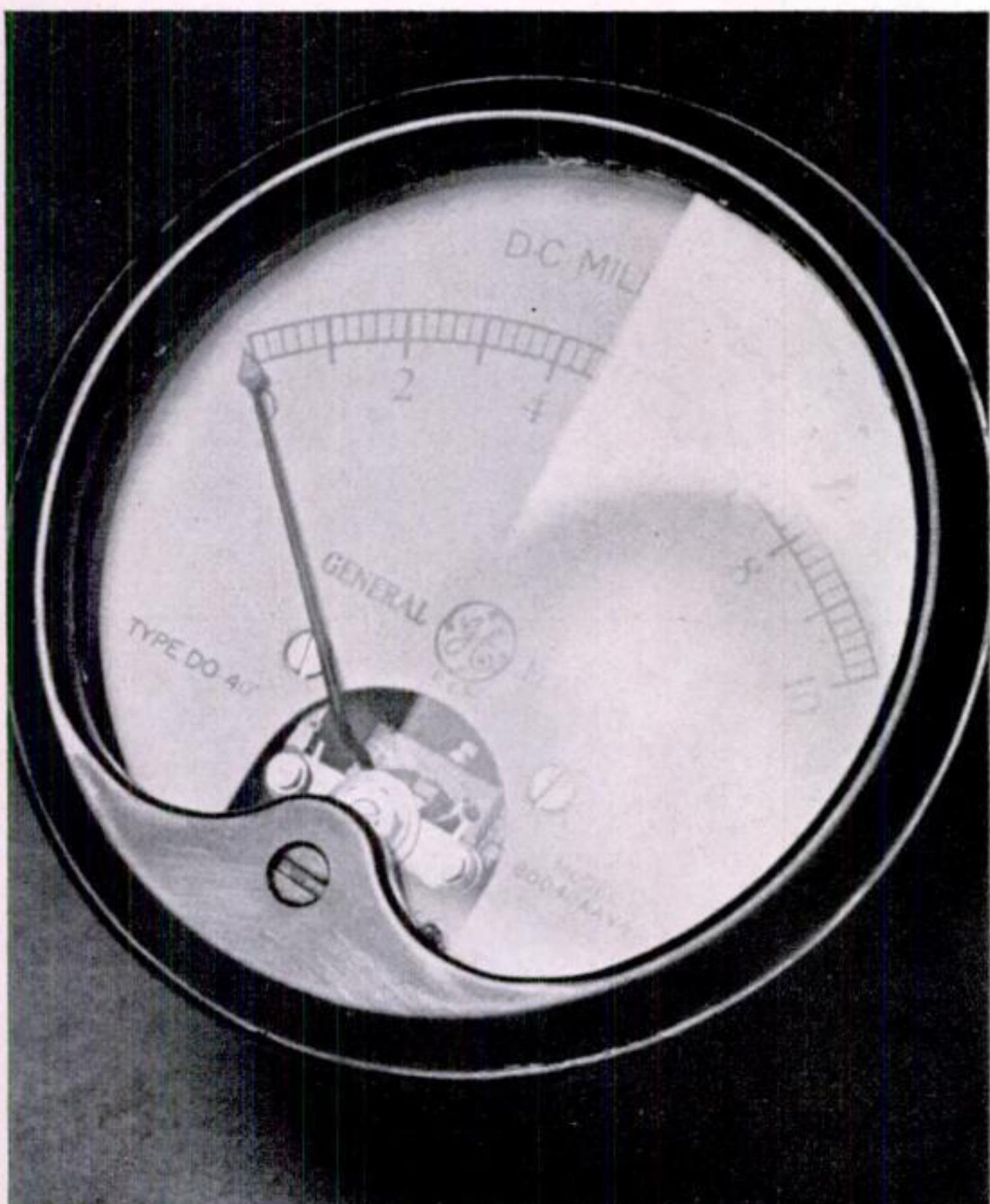
Strong light hitting this meter produces the customary glare on the normal right half of the glass because 10% of the light is reflected but it does not affect the invisible left half.



Powder, sprinkled over the film, does not dissolve as it would in an uncovered liquid. When a piece of glass is dipped into the solution the powder-covered film adheres to it.



In dipping machine is a chemical solution which is covered by the film. The glass to be treated is lowered 22 times into the solution, collects two layers of film at each dipping.



Seen sideways the untreated meter glass gives off more glare, while the treated glass remains perfectly transparent. Only by its outline can the invisible glass be detected.



Used as a mirror, a piece of glass, the right half of which has been treated, shows the reflection of Dr. Blodgett's face. Invisible glass reflects little light and makes a bad mirror.

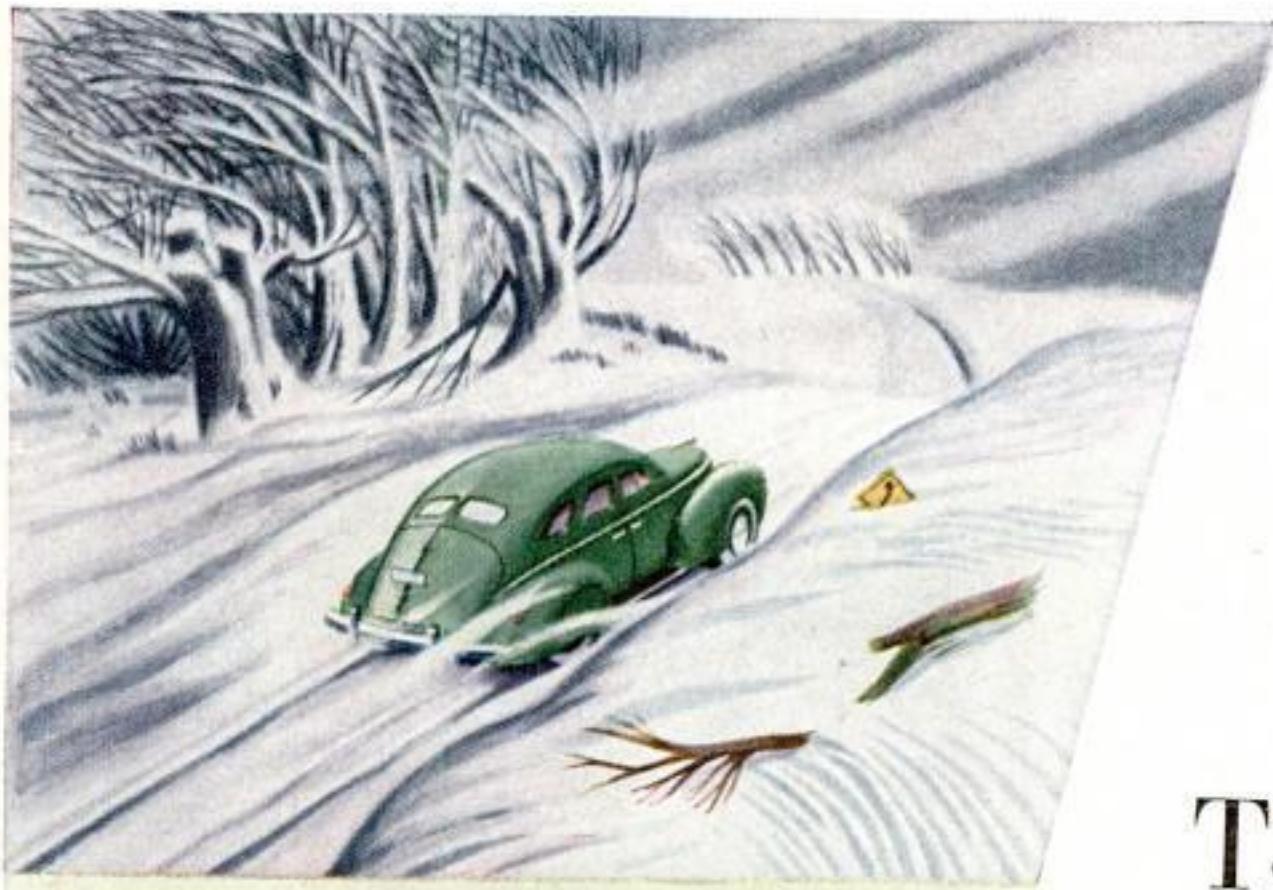
MODERN LIVING

AFTER 20 YEARS FRILLY BLOUSES COME BACK BIG

The spring of 1939 may well go down in fashion history as the season of the frilly lingerie blouse. At the first blouse fashion show in the history of the industry, held two weeks ago at the Waldorf-Astoria, a hundred French and American shirtwaists were exhibited. Nine versions are pictured on this page. Prominent were blouses with jabots and frills every which

way. One had a jabot that zipped on and off (*bottom right*). Another had 90 yd. of ruffled lace (*center left*). One white silk blouse (*top left*) had blue lace ruffles. Among the novelties were shiny satin jockey blouses and evening blouses. Manufacturers, who have been through many lean years, predict that the year 1939 will be the biggest blouse year since 1918.





LEAVE YOUR OVERCOAT at home! The new, automatic "Weather Eye"*, Conditioned Air System for winter driving pours in fresh air . . . warmed to living room comfort. No drafts. No dust.



POWER TO CONQUER . . . deepest mud or steepest hill. Even lowest priced models flash from 15 to 50 M.P.H. in 13 seconds, high gear, on the flat.

WHO-O-ISH and it's Gone!

THERE OUGHT TO BE A SIGN hanging on every Nash steering wheel: PLEASE HANDLE WITH CARE!

For these long, sleek lines, taut and power-packed as a bow-string . . . the forward flow of the hood . . . are no false disguise.

Here's power that takes the measure of the best of them . . . power that makes this tremendous car as nimble as a prancing colt.

We warn you—you can't depend on the usual signs of speed. The road-rumble—the whine of wind—the jiggle up front . . . you're not conscious of seeing or hearing or feeling them.

So go easy 'til you get the touch of the throttle . . . the lightning speed of a new kind of gear-shift* . . . and the magical ease of an Automatic Fourth Speed Forward.*

Then for the surprise of the year—spin that little dial in front. Suddenly, it's summer! The Nash "Weather Eye"** gives

you fresh, warm air "made to order"—kept even despite capricious weather outside.

And there's a bed in your car for weekend trips. A wider windshield. New, easier steering. Gloriously wide, deep seats—and luxury your wife will love.

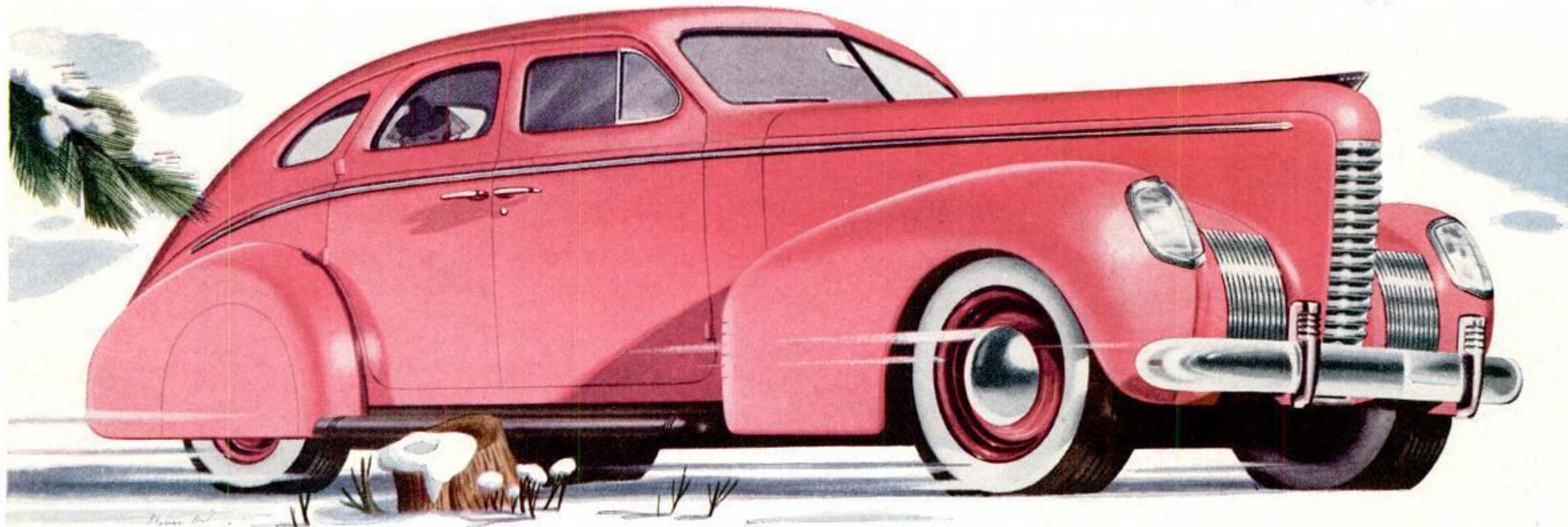
But—quick!—we'd better tell you the price! For that's headline news too.

Ten models, with 99 H.P., are now priced right next to the lowest! And their new economy beats even last year's performance by 10%!

Why put it off? Beg, or borrow a Nash—but drive it today. More than 1,800 Nash dealers offer nation-wide service. NASH MOTORS DIVISION, Nash-Kelvinator Corporation, Detroit, Michigan.

*Four Series of Great Cars, 22 Models . . .
10 Priced Next to the lowest . . . Delivered
at Factory, as low as \$770. Standard
Equipment and Federal Taxes Included.* **\$770**

*(*Optional Equipment—Slight Extra Charge)*



Car illustrated . . . 4-Door Sedan, 117-inch wheelbase . . . \$840 delivered at Factory . . . Standard Equipment and Federal Taxes Included . . . White Sidewall Tires and Rear Wheel-Shields are optional at Extra Cost.

A "GLIDING" SPEED . . . the Automatic Fourth Speed Forward* adds silent wings . . . saves up to 20% on gas. New sound-proofing and streamlining reduce noise.



It's that New **NASH**
THE CAR EVERYBODY LIKES

Wedding Bells in March?



1847 Rogers Bros., proudest silverplate house in America, has a glorious choice of patterns for the bride. Their newest—"First Love"—shows a height of ornamentation never before possible except in sterling. "Lovelace" has a rich, orange blossom motif, and "Legacy" is distinctive, regal. See them all, then realize—you can get any of the 1847 Rogers Bros. patterns in the special Silver Theater set (described above at right) or in other sets as low as \$32.50. And on easy terms.

Leonora Ormsby of Saks-Fifth Avenue has a lovely scheme for the bride's costume—all in peach. Palest peach Celanese* rayon moiré reveals a deeper peach pleated hoop skirt beneath—as quaint as notes on a harpsichord. But be not deceived. Under that prim, high-throated, long-sleeved jacket is . . . a daring, strapless evening bodice, to appear at gay Spring parties later. The bride's nosegay—of cornflowers, blue lace flowers, and peach roses—is repeated in the high head-dress. Sweet—but spiced with distinction!

But, then, every detail of your wedding can be distinctive. Ask your 1847 Rogers Bros. dealer about the exciting new trends in wedding invitations and

announcements. About the newest ideas as to the groom's gift to the bride, the bride's gifts to her bridesmaids. And be sure to see The Silver Theater chest of 62 beautiful pieces of 1847 Rogers Bros. silverplate—each piece bearing the year-mark 1847 to prove it is 1847 Rogers Bros.—and all for \$59.75. Fourteen dollars and a half less than the out-of-open-stock price! See your dealer about this lovely set tomorrow.

★ TUNE IN EVERY SUNDAY—Leading dramatic stars of the stage and screen in "THE SILVER THEATER." 6 P.M., E.S.T., 5 P.M., C.S.T., 4 P.M., M.S.T., 3 P.M., P.S.T. Coast-to-coast Columbia network.

1847 ROGERS BROS.

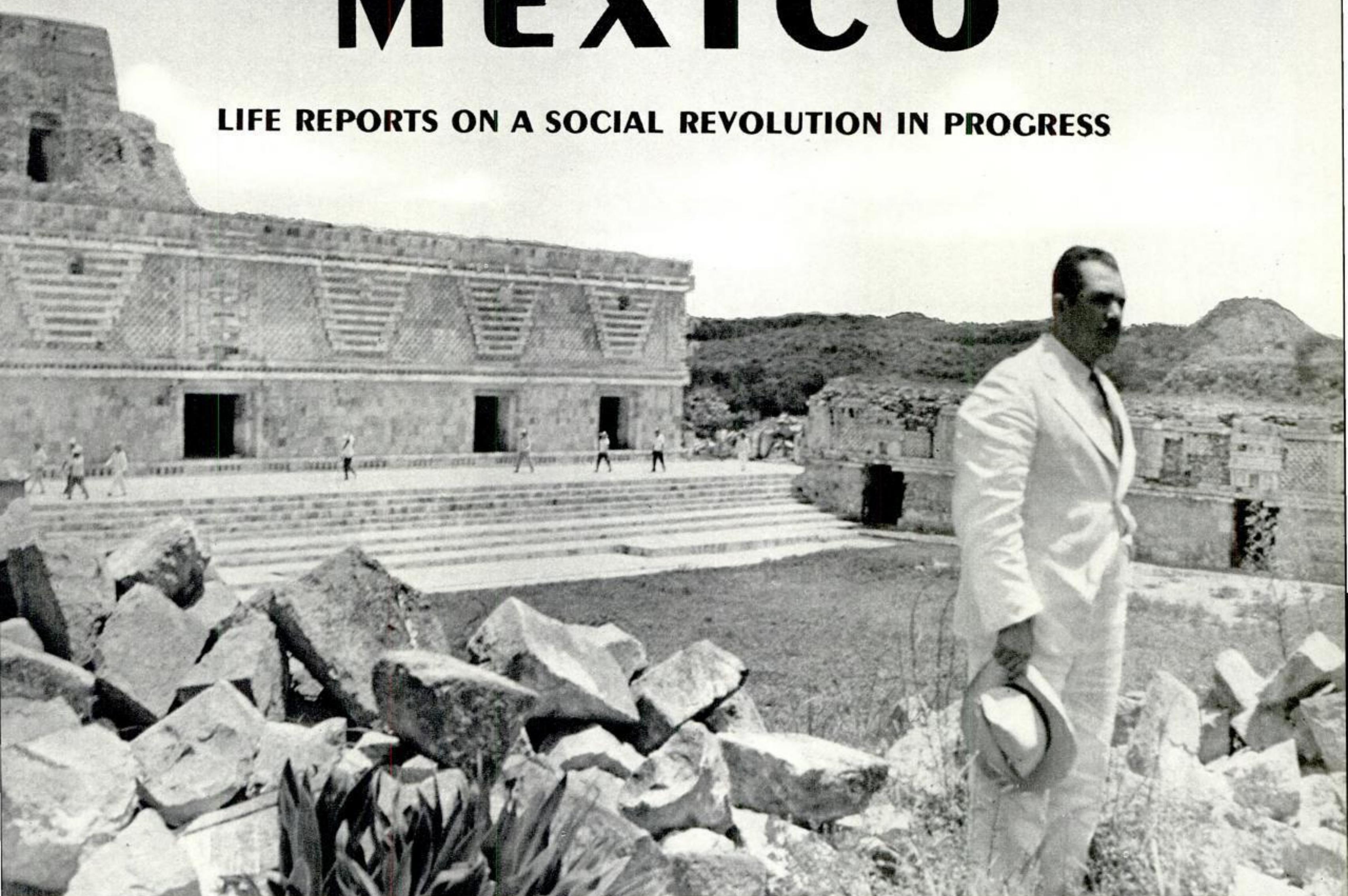
MERIDEN, CONN.

"AMERICA'S FINEST SILVERPLATE"

*Reg. U. S. Pat. Off.

MEXICO

LIFE REPORTS ON A SOCIAL REVOLUTION IN PROGRESS



Probably the most important fact outside the U. S. for Americans is that a revolution is now going on next door—in Mexico. It is a quiet, bloodless revolution, the kind that remakes the world without violence or spectacle. If it works, the U. S. will eventually have a prosperous neighbor, a huge natural market for American manufactured goods. And a beginning will have been made in giving the submerged masses of Latin America a share in their governments. If it fails, Mexico will careen back into bloody, picturemaking civil warfare. Whether it works or fails depends almost solely on the Tarascan Indian, standing before the Mayan ruin above—President Lázaro Cárdenas.

For 100 years the Mexican masses have heard promises. For 160 years their daily wage (about 5¢) has remained the same. For 400 years white men have kept the Indians in abject peonage. Cárdenas, elected in 1934, proposes to give Mexico back to its people before his term ends in 1940. "We want fewer Indians and more Mexicans," he says. He is in a sweating hurry to finish his job.

Indians built the great government building above in Yucatán about 1,400 years ago, had abandoned it before the Spaniards came. Indians with white blood in their veins are building the new Mexico. Cárdenas says the new Mexico is not Communist. But his plan goes farther toward State Socialism than Sweden's. The Government now owns Mexico's railways, Central Bank, farm banks, the sugar monopoly, an insurance company, a paper importing company, a printing plant, the national lottery, the telegraph system, the munitions monopoly. As fast as he can, Cárdenas is putting the land into community ownership (*ejidos*). Last March he expropriated the foreign oil industry; in November he took over 2,000,000 American-owned oil acres near the Texas border. He took Mexico's model sugar farm, the \$8,000,000 American-owned Los Mochis, just after he belatedly promised to pay expropriated Americans \$1,000,000 a year for ten years. He taxes foreign business to the hilt,

20% on silver production. He complains that "diplomacy has been converted into a protector of undesirable investors and a threat to the free existence of weak peoples."

All this naturally makes American businessmen very angry. They care nothing for the fact that communal land ownership was the law of the pre-Spanish Indians, that even the Spaniards preserved the *ejidos* and reserved all subsoil rights to the State. These traditional laws, reversed by Dictator Porfirio Díaz in the late 19th Century, are now reaffirmed by Cárdenas and his Supreme Court. His Revolution, however, has chased at least \$150,000,000 in foreign cash out of Mexico.

But all this naturally makes the Mexican people very happy. The simple peasants, trained to look up to masters, now look straight to Cárdenas. They pay scant attention to anybody who stands between them and Cárdenas. The Government permits them to send telegrams of complaint to the President for nothing. He is their father. He has armed them and they are his chief support.

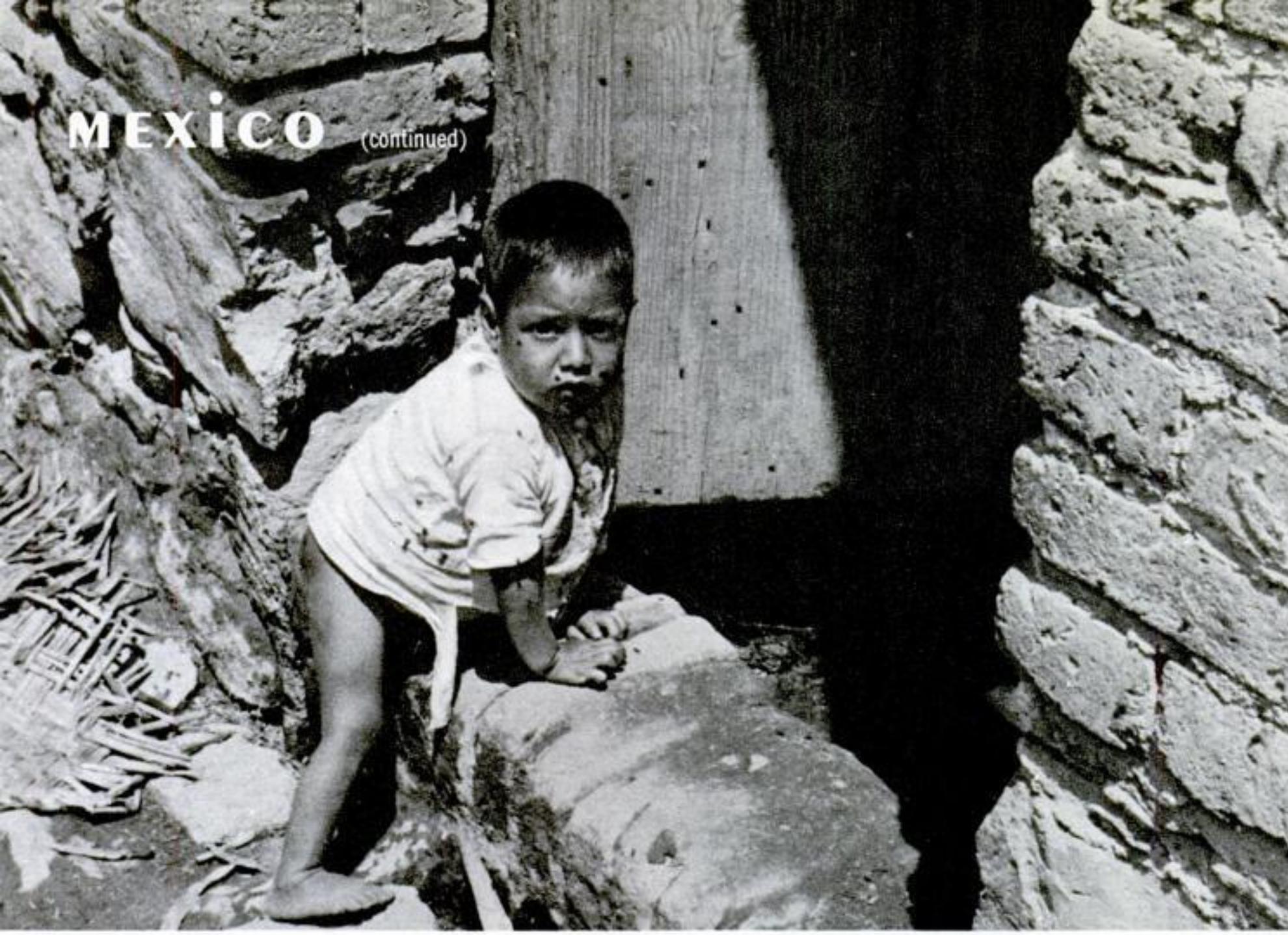
Cárdenas may be called a dictator but he permits most of the Mexican newspapers to abuse his policies. He promises a free presidential election in 1940, a miracle indeed for Mexico. He is perhaps the only politician who never carries a gun. He is probably the first completely fearless, honest, and unselfish politician to appear in Mexico since Madero (assassinated in 1913). He is the first to command the genuine consent of the governed. And for that reason Mexican politics for the first time have the look of the politics of a first-class nation.

The antiquity of Mexico's native culture is shown by the Aztec calendar at left, which weighs 20 tons. The central face is the sun god Tonatiuh, with tongue sticking out. Around him are four squares representing four destructions of the world by jaguars, wind, rain and water. Outside that is a band of the 20 days in an Aztec month; then rays of the sun, and finally two plumed monsters meeting face to face at the bottom.



AZTEC CALENDAR

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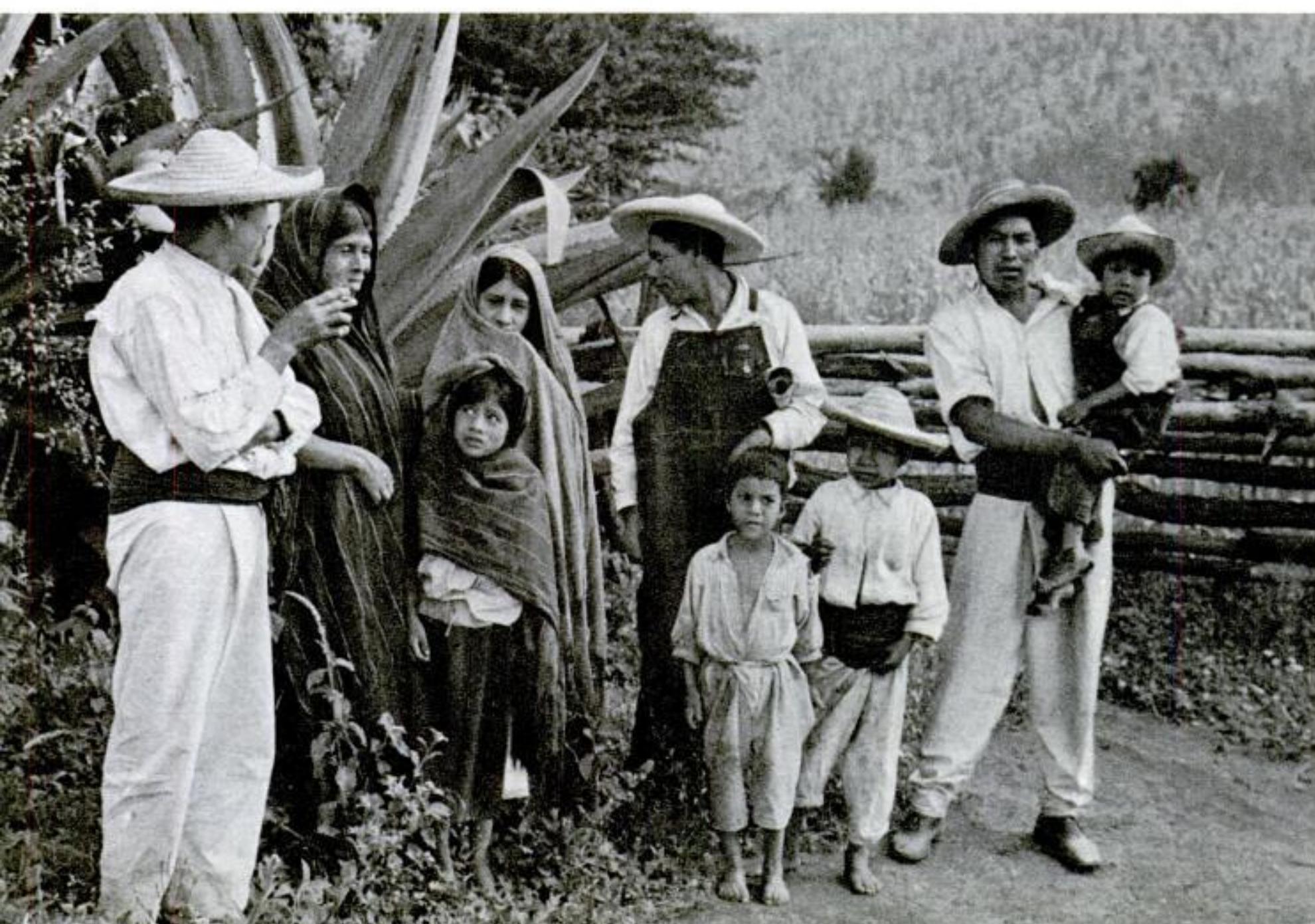
Child and flies have got used to one another on a hacienda near Mexico City. Most of the hacienda has been expropriated but this little boy's father still

works for the *haciendado*. Three out of five of the children born at the same time as this boy have already died. He has about a 50-50 chance of growing up.



Easy lesson in reading for soldiers' children near Patzcuaro. From left, wall writing says: "José drives a wagon. Lila looks at mama. Lila is happy. Lila's house.

This little girl is Lila. Baby gives her a ball. The table is small. Lila dreams. What a beautiful feast! The visitors arrive. Oh what pretty boxes of"



ITS POOR PEOPLE ARE

Here are the people of Mexico. Out of 19,000,000, one-third live in semi-savagery on the rockiest sierras. Another third are farmers. The last third are city people. These last make the noise and promote the strikes. But the overwhelming problem of Mexico is to help the rural 12,000,000 get the most out of Mexico's land. Half of this land is on a slant. Desert and mountain leave only 7% of Mexico's land fit for agriculture. On this appalling fraction Mexico must live.

Among these peasants, three out of five children die as infants. Soon afterwards, the survivor may die of smallpox, leprosy, malaria, typhoid fever, tuberculosis, venereal disease or plain starvation. He lives on corn, beans and chili, year in and year out, cooked on a slab of tin laid on three rocks. He drinks the juice of the maguey cactus both as food and as an



INDUSTRIAL WORKERS, ONE-SEVENTH OF WORKING POPULATION

← **The people of Mexico** are these Indian mestizos. They are the revolution chief beneficiaries. Behind them is a maguey cactus plant which gives them liquor, thread, and food. These are near Lake Patzcuaro west of Mexico City.

ITS PRINCIPAL PROBLEM

intoxicant. He is always thirsty for water. His life is shut in by the closed valley where he and his ancestors have always lived.

His fabulous deliverance has come in the last four years. Some 50,000,000 acres, about 17% of all Mexico's arable land, has now been expropriated by the Government and handed over to 1,500,000 peasants who support probably a total of 5,000,000 dependents. To get land, 20 or more peasants must ask for it together. They are supposed to get 30 acres apiece, may lose it for crime or neglect. When one dies, his land reverts to the community which reassigns it to another man, usually of the same family. These communities are called *ejidos*. They are nursed along by government agricultural experts, financed by the government Ejidal Bank. By and large, they work.



The heart of the revolution is in this scene of communal farmers (*ejidatarios*) asking Agriculture chief Mariano Padilla how to claim land, how to get money or seed and tools, how to rotate their crops, how to become modern farmers.



HUELGA means Strike. These striking bus workers, at the Federal Labor Department to arbitrate their dispute, drape their banner over a balcony, clench fists

and hold an impromptu demonstration. The carved head below them symbolizes Article 123 of the Mexican Constitution, guaranteeing the rights of the workers.



Hot water is begged by Esperanza peasants from a locomotive engineer on the *Mexicano del Sur* narrow-gauge railway between Puebla and Oaxaca. Contain-

ers are oil cans. Lack of water is the No. 1 tragedy of Mexico. Even in most towns water must be bought. It would cost \$190,000,000 to give all Mexico water.



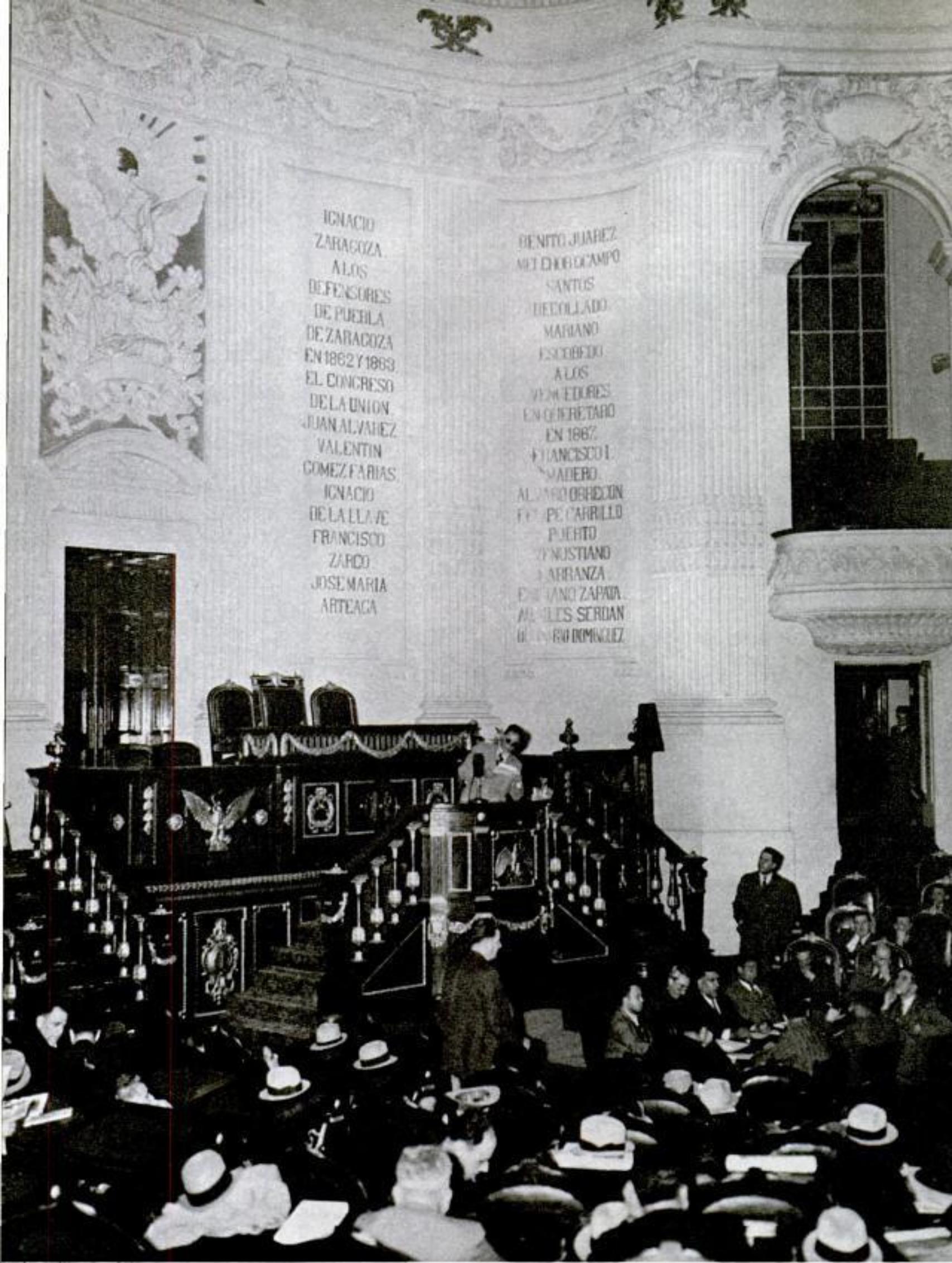
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MEXICO

(continued)

ITS LEADERS AND ITS LAND

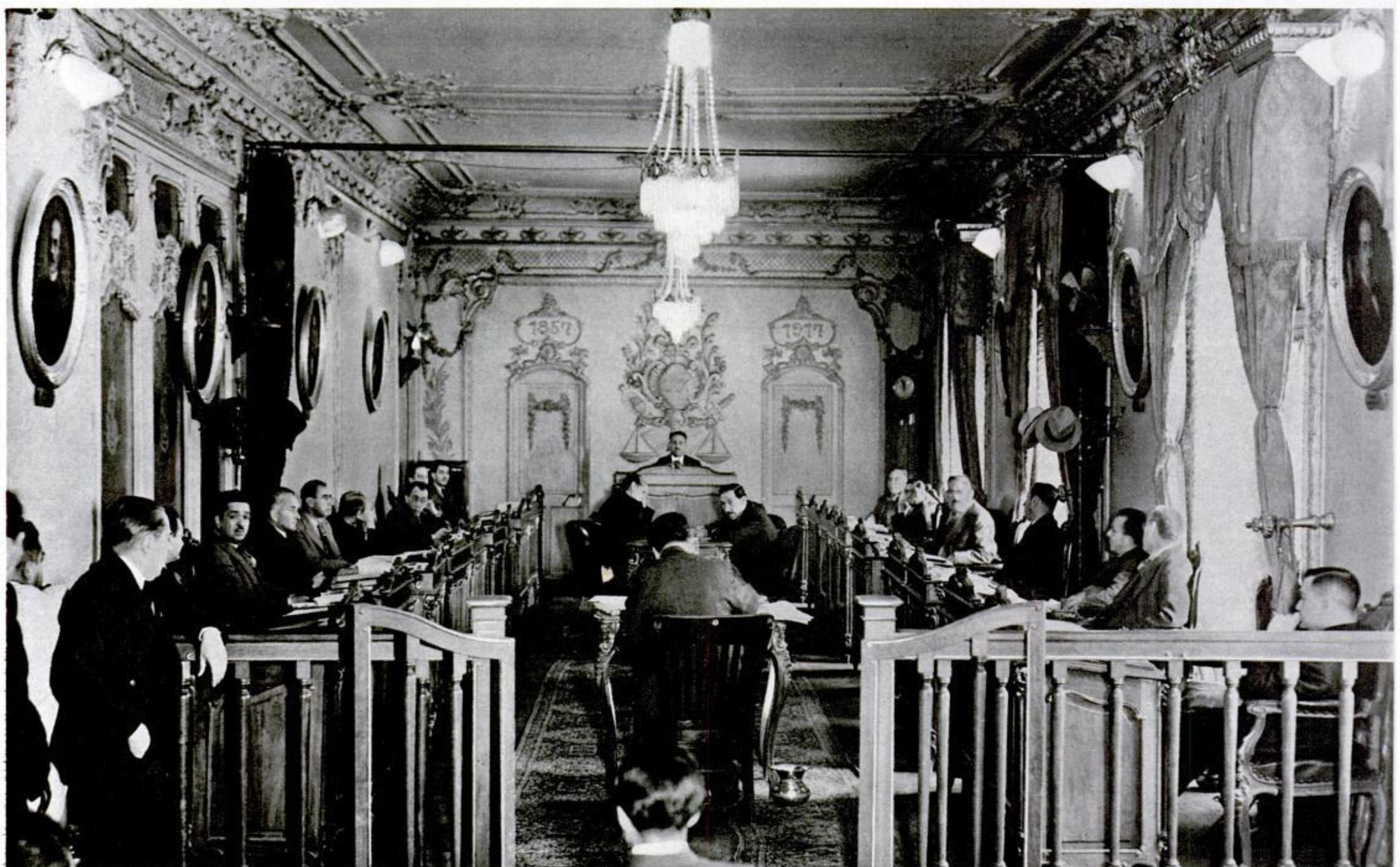
The colorful country these politicians represent is shown on the opposite page — a country about three times the size of Texas, with one third of that State's income. Mexico is ruled, in theory, like the U. S. Here are the Chamber of Deputies, Senate and Supreme Court in action. Most of the politicians in the first two and some in the Court carry revolvers. The Senate meets from noon to 3 p. m., the Chamber from 5 to 9 p. m. in downtown Mexico City in two different buildings. Senate wall shows Mexico's eagle, snake and cactus. Mexican legislators applaud by kicking and slapping their desks. Elections are really pretty free, though politics are dominated by one official party—the Partido de la Revolución Mexicana.



Cámara de Diputados sits in usual informal (no quorum) session, hats on desks. Mexico has 170 deputies, one per 110,000 citizens, elected for three years. Each gets \$2,500 a year.



Fifty-eight Senators, two to a state, get \$2,500 a year, and are elected for six years. The Senate president (center) is elected for one month; secretaries at sides of table, for a year.



The Supreme Court of Mexico discusses on Monday morning a case on which arguments have already been heard. At center is Chief Justice Daniel Valencia, the Charles Evans

Hughes of his country. On walls are pictures of former Chief Justices. "1857" and "1917" on back wall refer to revolutionary Constitutions. Each of the 15 judges has his own spittoon.



Cortés and 415 white men marched up this purple valley toward Mexico City in the summer of 1519. Going inland, the valleys of Mexico rise like steps toward the high central plateau.

This is one of the first steps near Orizaba on the way west from Vera Cruz. The hoofs of the little burros are busy threshing out the good Mexican corn, food staple of Indian Mexico.



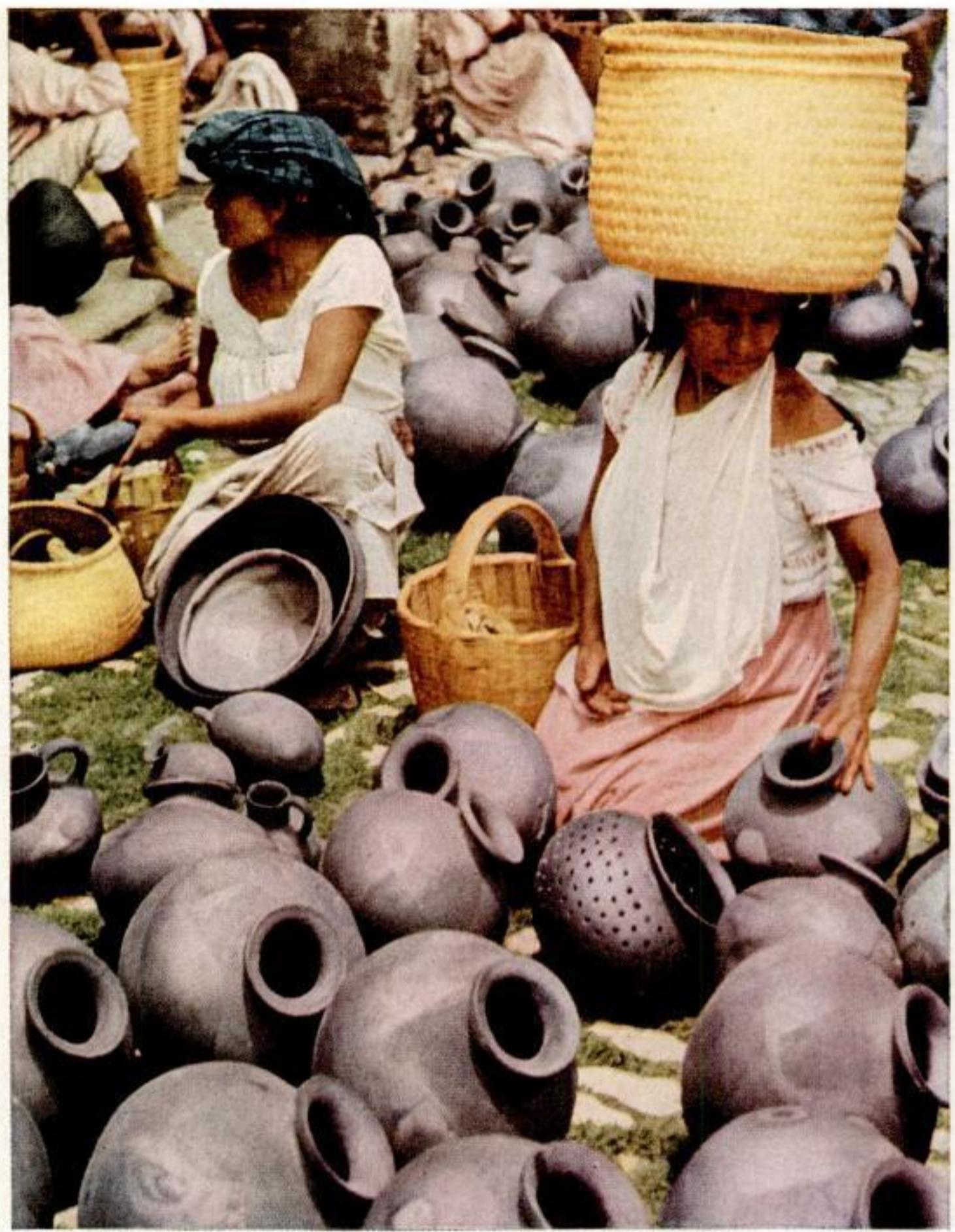
Popocatepetl and Ixtacihuatl (right, behind the cathedral tower) mean Smoking Mountain and White Woman. "Popo," a snow-topped sleeping volcano, is three miles high. The city is

Puebla. The two towers are the Puebla Cathedral, the finest church in all Latin America, which was built before the Pilgrims sailed for America. The interior is also shown in color.

MEXICO (continued)



Vegetable market in Taxco, Guerrero State, west of Mexico City. Visible are squash, leeks, carrots, apples and sweet potatoes. The Indians come to town for market one day a week.



Blue pottery is made from a local blue clay. Perforated vessel is used as a hanging flowerpot. This is in Oaxaca (meaning Place of Trees) in the south. The Indians are Mongoloid.



Hats and purple shawls wall the plaza of Taxco, great resort and silver town in the mountains southwest of Mexico City. A hat is the only luxury a poor Mexican demands. Every dis-



trict produces its own style of hat. Peasants make them at home and sell them in the town on market day. The basic colors of Mexico are a mixture of purples, blues, reds, and greens.



The Floating Gardens at Xochimilco are what is left of the old Aztec canals that were once the chief transport of Mexico City. Since the days of the Aztecs the city has been built out

over a marsh. What looks like solid land in this picture began as a floating interwoven mass of branches covered thinly with earth, has long since taken root in the lake bottom.



Gardenias and bananas are sold to the through trains at the station in Fortín near the tropical coast. A pyr-

amid of fresh gardenias like this one can be bought for 10¢. These coast Indians have some Negro blood.



President Cárdenas is a copper-colored Indian of nearly pure Tarascan stock. Here he is sprayed with confetti by peasants at Texcoco.

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Copyright material

MEXICO

(continued)



The churchyard of San Bartolo Naucálpam's Virgin of the Remedies is filled with peasants on its feast day. In Mexico the white man's patroness is the Virgin of the Remedies; the

Indian's patroness is the Virgin of Guadalupe. This Virgin is a crude doll of wood, credited with miraculous powers. Here Cortés made a stand on his famed retreat from Mexico City.



The glittering interior of the Cathedral at Puebla. Because two 16th-Century angels are supposed to have done as much work each night on the cathedral as workmen had done

during the day, Puebla was long called Puebla de los Angeles. Full of churches, Puebla is one of Mexico's cleanest cities. The style of Puebla's Cathedral is Spanish Renaissance.

MEXICO IS LONG ON SILVER, SHORT ON WATER



Dams are waterless Mexico's worst need. This one is for the great Laguna cotton *ejido*, expropriated from foreigners. It is supposed to be finished next year. More than \$10,000,-

000 a year is spent for irrigation construction. The steam shovel and truck, like 90% of Mexico's tools, come from the U. S., which is called by Mexicans "North America."



World's biggest silver mine is U. S. Smelting's Real del Monte, lately on strike. Mexico produces more than a third of the world's silver, last year 2,500 metric tons. About 30% of

this leaves Mexico. The U. S. owns 86% of Mexico's silver mines, which are supposed to be next for expropriation. This one has been worked since before Cortés arrived.

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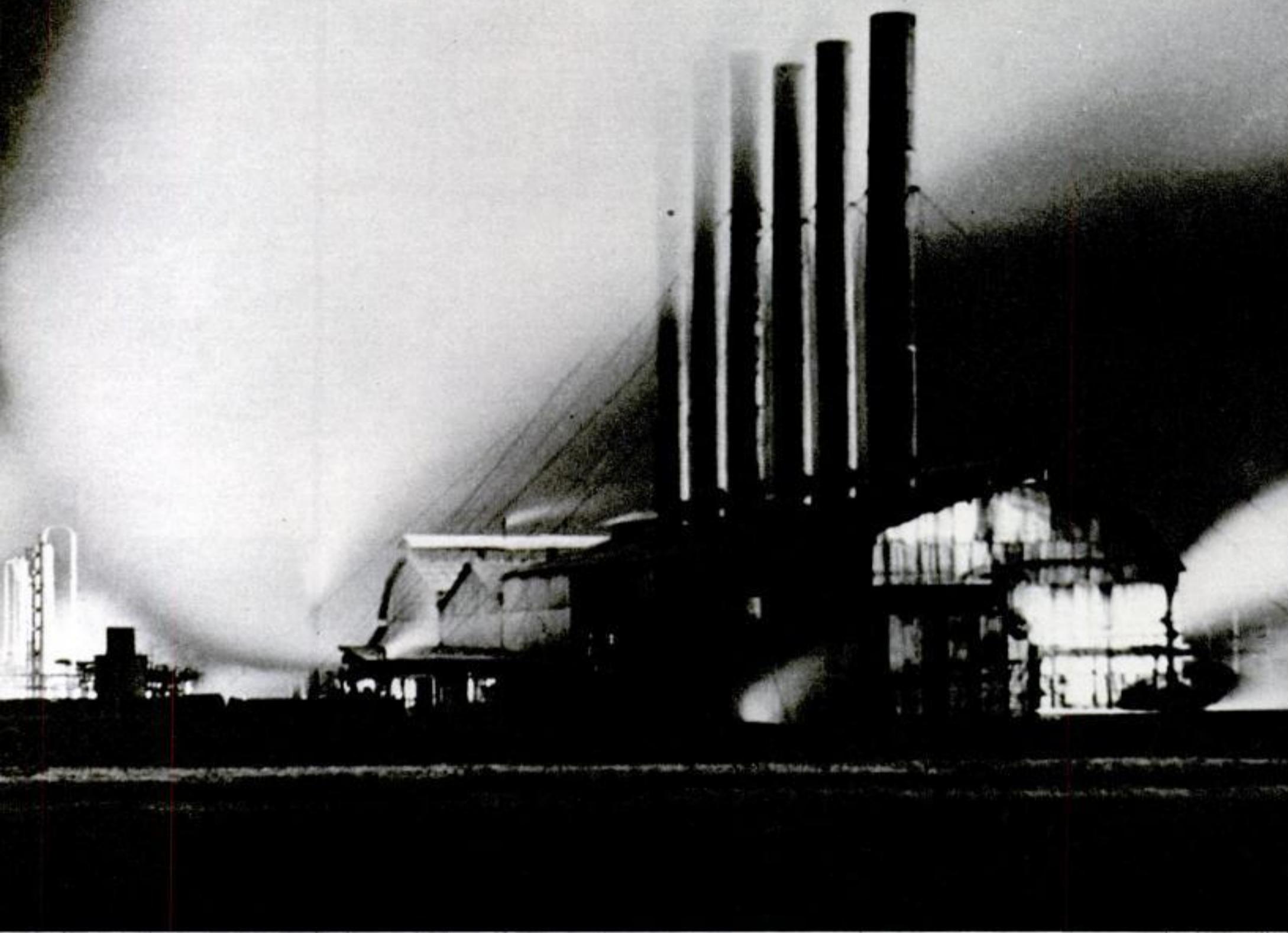
IT TAKES BACK ITS OIL WELLS

The year's biggest news from Mexico was the Government's seizure of U. S. and British oil wells last March. The loss to foreign investors from that stroke of work was about \$400,000,000. The American wells, belonging mostly to Standard Oil of New Jersey and Sinclair, were within five or ten years of running out, had had their big time in the 1920's. On the other hand the British wells, belonging to Royal Dutch Shell's Aguila, had just brought in a field, Poza Rica (right), which is probably the world's richest, Texas excepted.

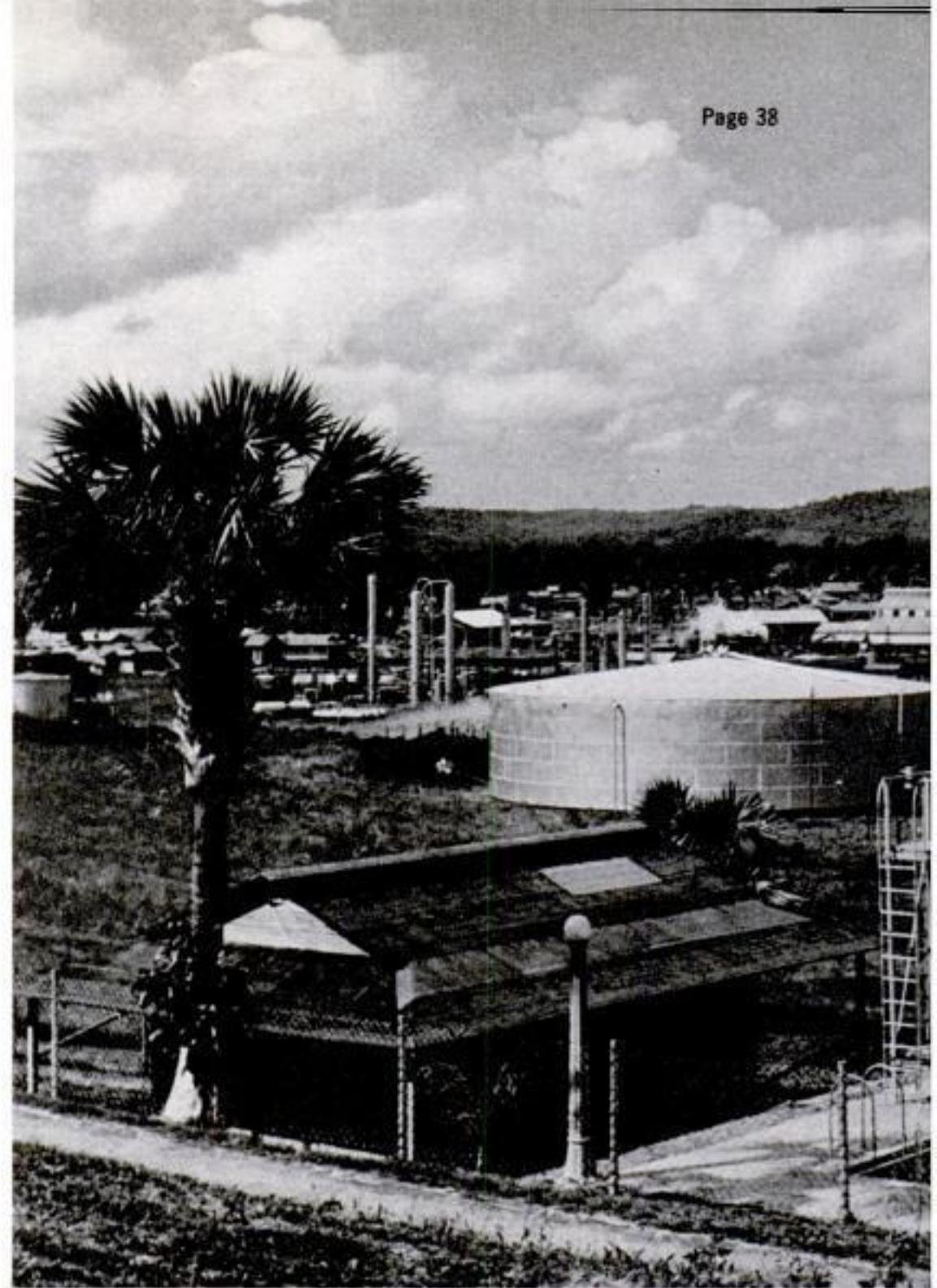
Both owners behaved equally tough to President Cárdenas about a Supreme Court decision compelling them to raise wages and employee benefits. Both refused Cárdenas' personal guarantee of justice, refused to put up a

cash guarantee of justice themselves. Thereupon Cárdenas took over the wells. The U. S. Government only asked for fair compensation; the British Government naturally wanted its much more profitable wells back.

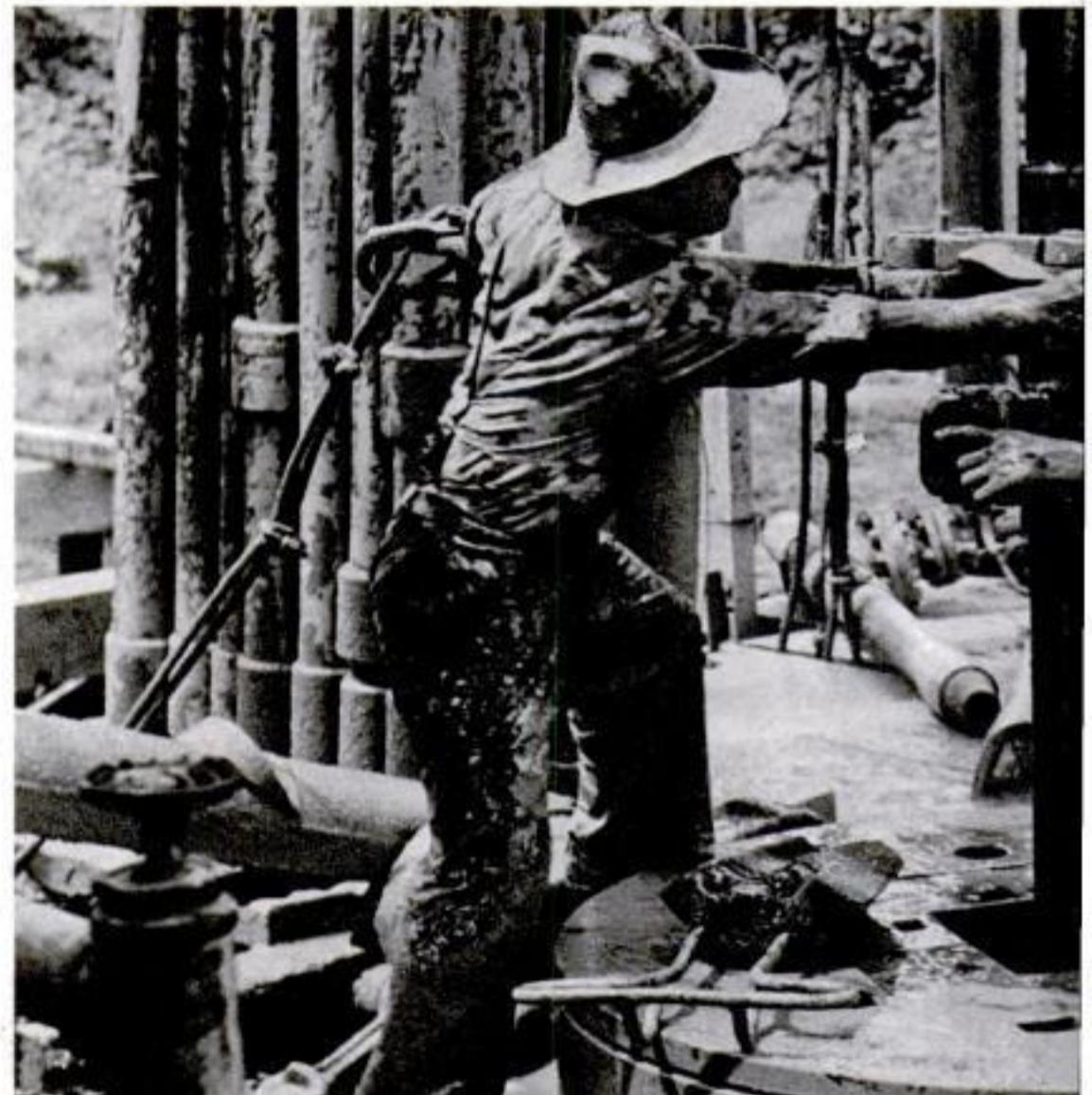
Mexico, however, is broke. It cannot spare cash from its frantic program of social welfare. It has begun to sell oil to Germany, Italy and Japan. By and large, the wells are being run competently by the new Mexican staffs. Only 1% of Aguila's personnel was foreign before expropriation. Mexico's oil industry could meet costs just on its home market which has risen to 45,000,000 barrels a year. There are now more than 100,000 motor vehicles in Mexico, as many as in Poland, Rumania, Hungary, Yugoslavia, Bulgaria and Albania combined.



EXCESS NATURAL GAS BLAZES ALL NIGHT AT POZA RICA FIELD, EXPROPRIATED FROM BRITISH



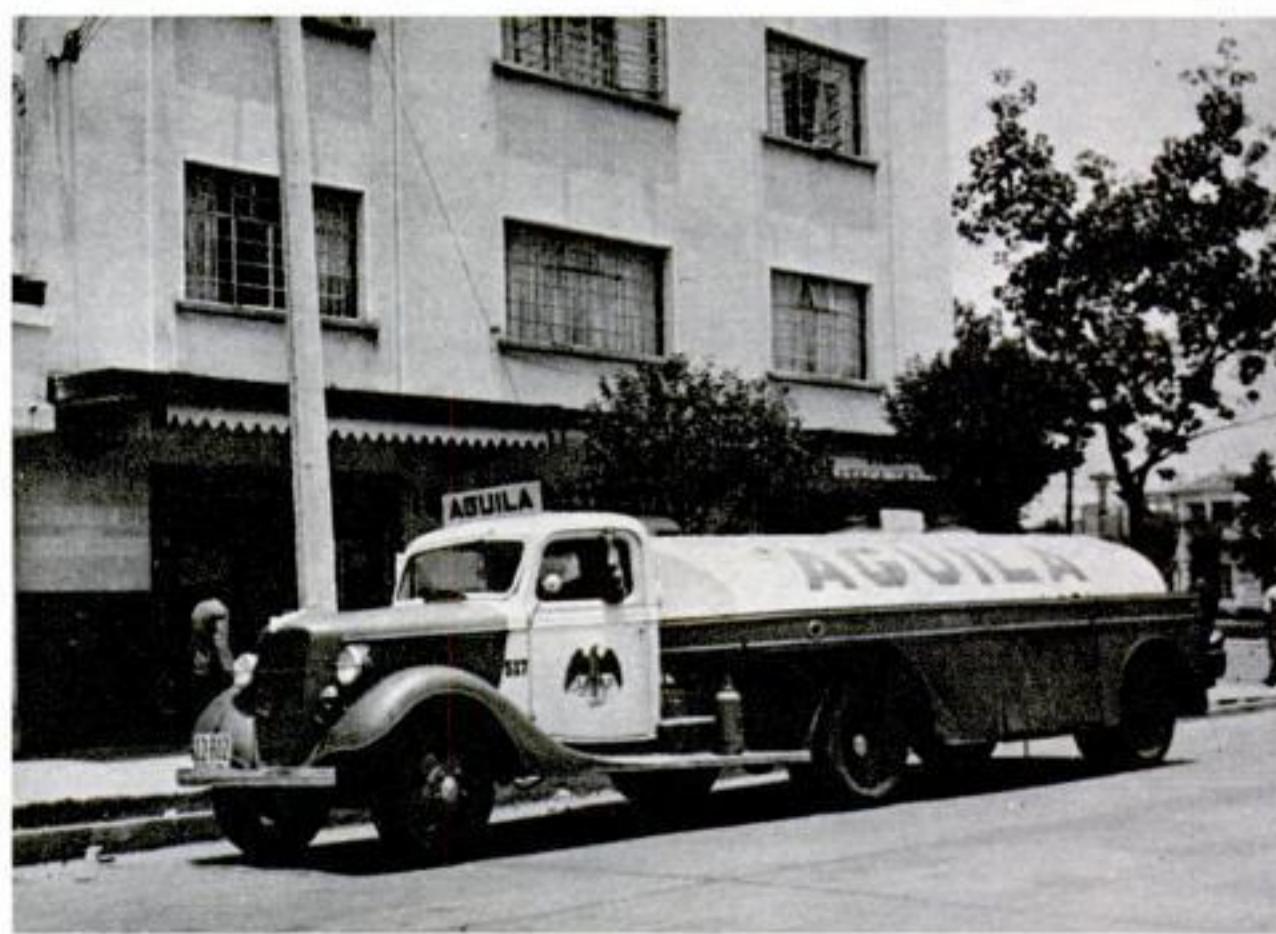
Daytime view of the Poza Rica Field near Tuxpan on the Atlantic coast. (Natural gas is still burning but invisible.) In foreground, swimming pool and supply tank. In background, oil separators



Mexican oil workers take up the pipe to change the bit in a rotary drilling rig at Poza Rica. Center, rear, is a Texas driller supervising the job. The Government is pushing new drilling at Poza Rica.

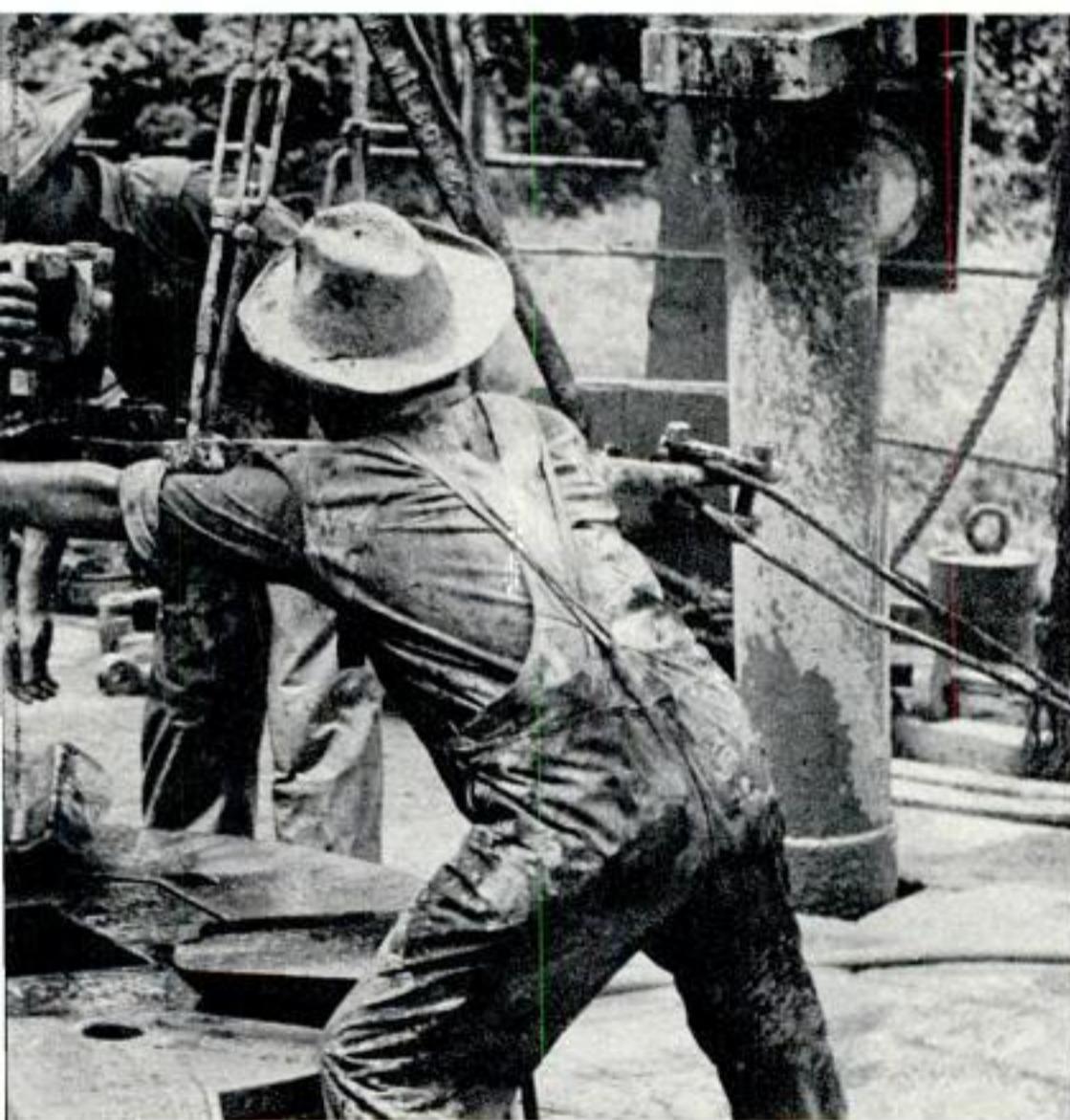
AGUILA'S END

Aguila was the great British-owned Mexican oil company, subsidiary of Royal Dutch Shell. With its great Poza Rica field and concessions in Tehuantepec, it had three-quarters of Mexico's oil. Here is shown the progress of Aguila's expropriation. From left: yellow Aguila truck marked with eagle (águila) which is also Mexico's symbol; the same truck relabeled by PEMEX (Petroleos Mexicanos); an Aguila filling station in Mexico City taken over by PEMEX; and Mexico City headquarters of the Mexican oil industry in Aguila's onetime building. The Government took everything, even office furniture in some cases.





and power plant. Poza Rica will probably yield 1,000,000,000 barrels, had just been developed when it was expropriated. Pressure is so great no pumping is needed after the oil is brought in.



faster than Royal Dutch Shell's Aguila subsidiary had planned to do before the expropriation. The helpers now get \$1.80 a day, new houses, co-operative store, schools and free medical service.



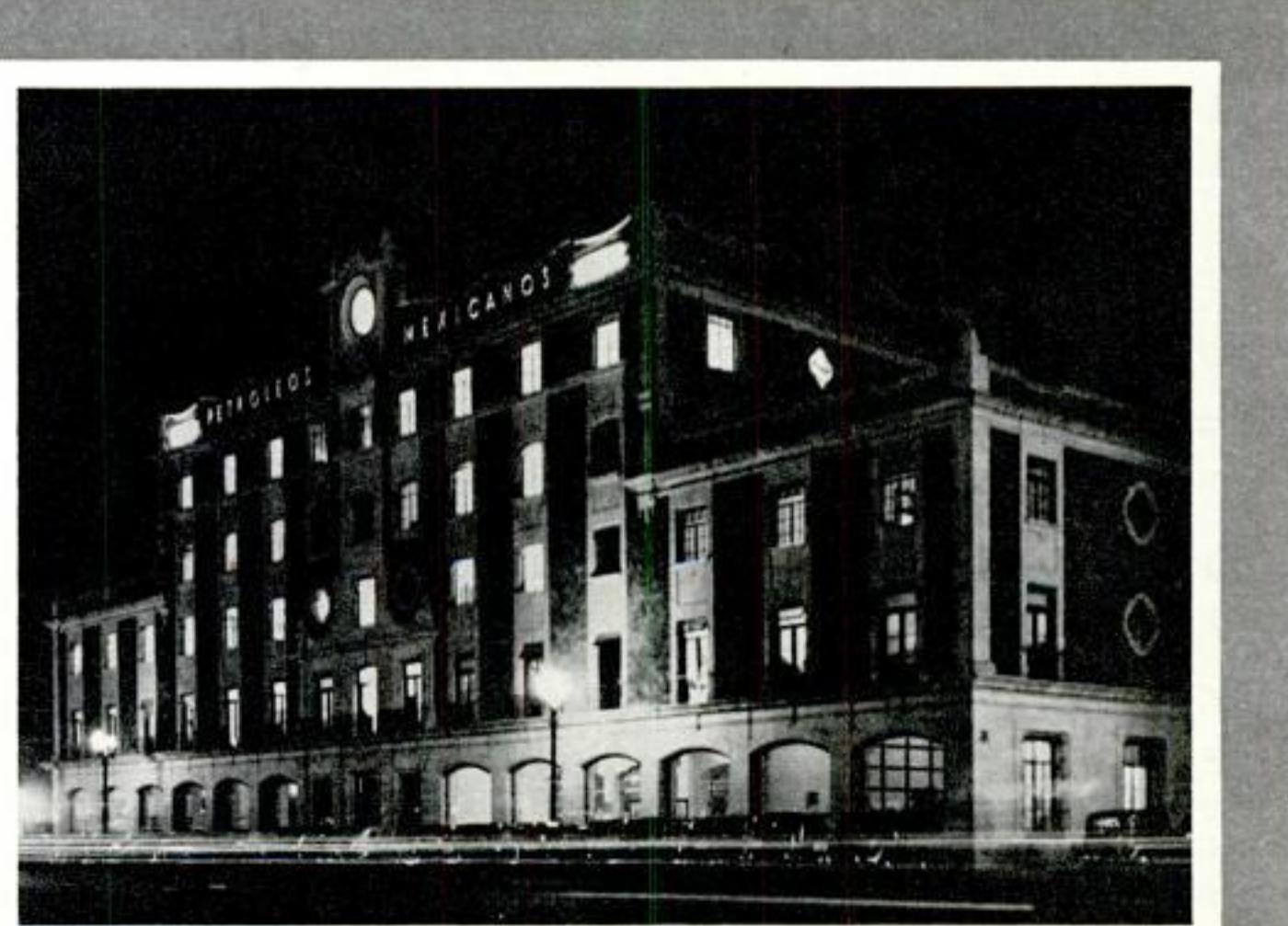
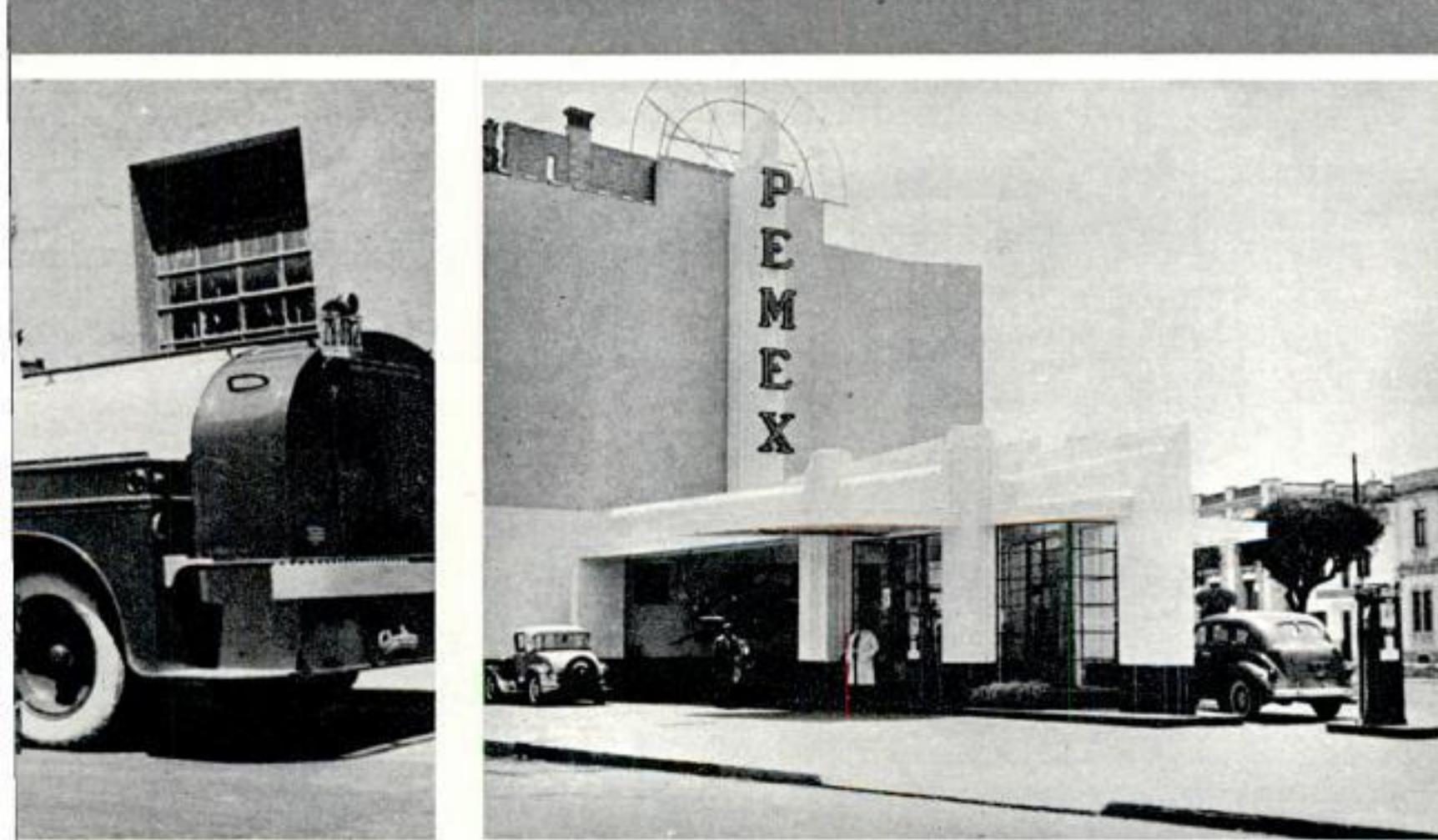
One of the biggest oil wells ever brought in was famed Dos Bocas, owned by Aguila. It flowed at an estimated rate of 100,000 barrels a day. But the machinery of the

time (1908) could not handle it and it burned before the world could use a single barrel of its oil. This desolate pool is not oil, but salt water and sulphur, which still spouts.



Texas drillers, supposed to be the best in the world, were rehired by the Mexican Government to carry on the drilling of Aguila's expropriated field. They got \$240 a month

before the expropriation, get \$125 now, plus laundry and meals. Some companies, however, find such drillers as Venezuelans satisfactory. Mexican oil makes poor gasoline.

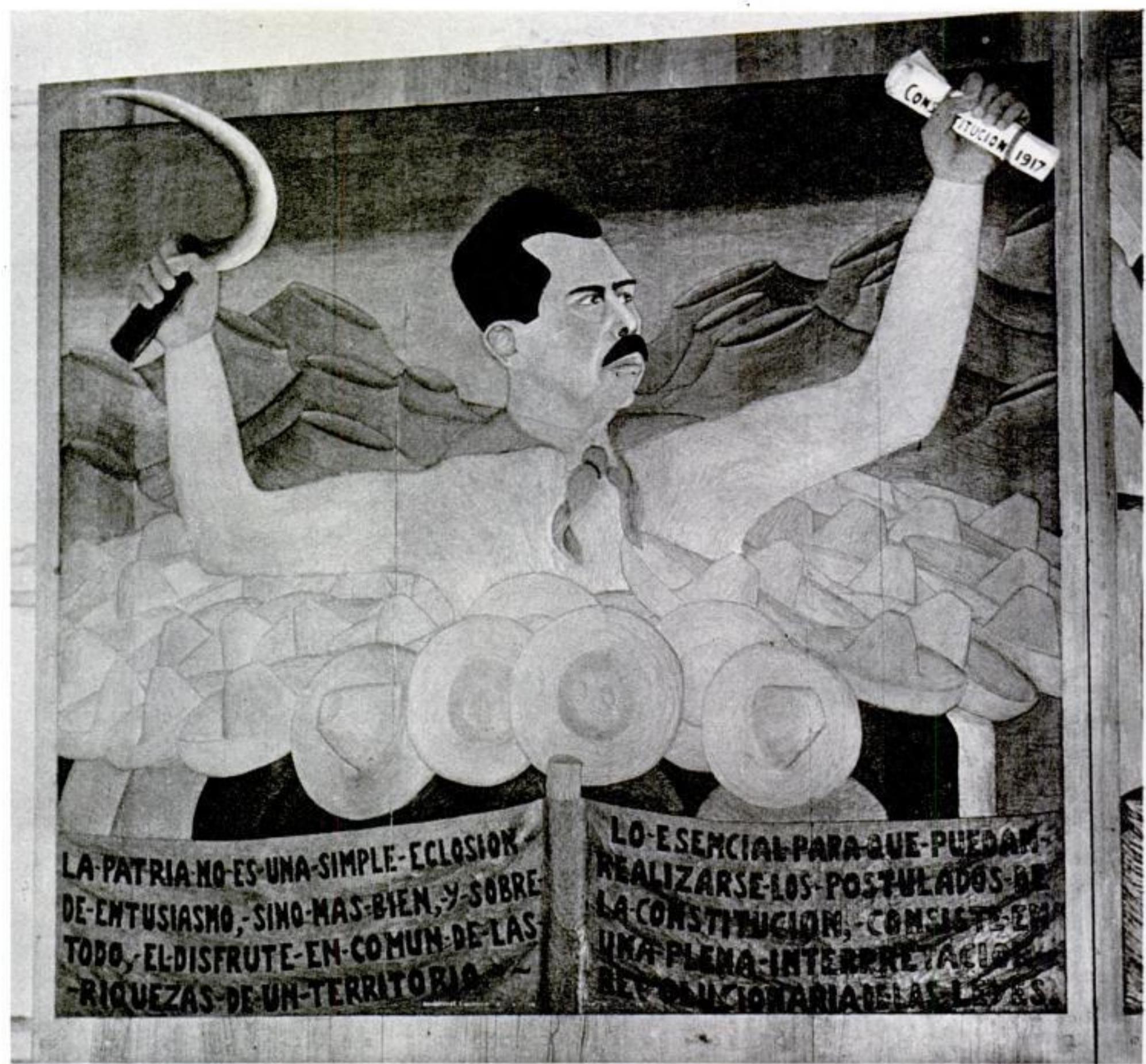


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MEXICO (continued)



Artillery is removed from a litigant in the Labor Arbitration Court. Most carry something, if only an 18-in. knife.



Inspiration of the Labor Department is this mural of Cárdenas with Communist sickle and 1917 Constitution. Leg-

end begins, "The country is not a simple explosion of enthusiasm, but rather the enjoyment in common of wealth. . . ."



Two politicians listen to a speaker in the Chamber of Deputies. They are David Pérez Rulfo of Jalisco State and Luis Aranda del Toro of Nayarit State, of the party rank and file.



Senate bosses are lame Luis Mora Tovar (emerald ring, platinum wrist watch, Buick and Cadillac) and Ernesto Soto Reyes (five cars), both from Cárdenas' State of Michoacán.

THE NEW CONQUERORS

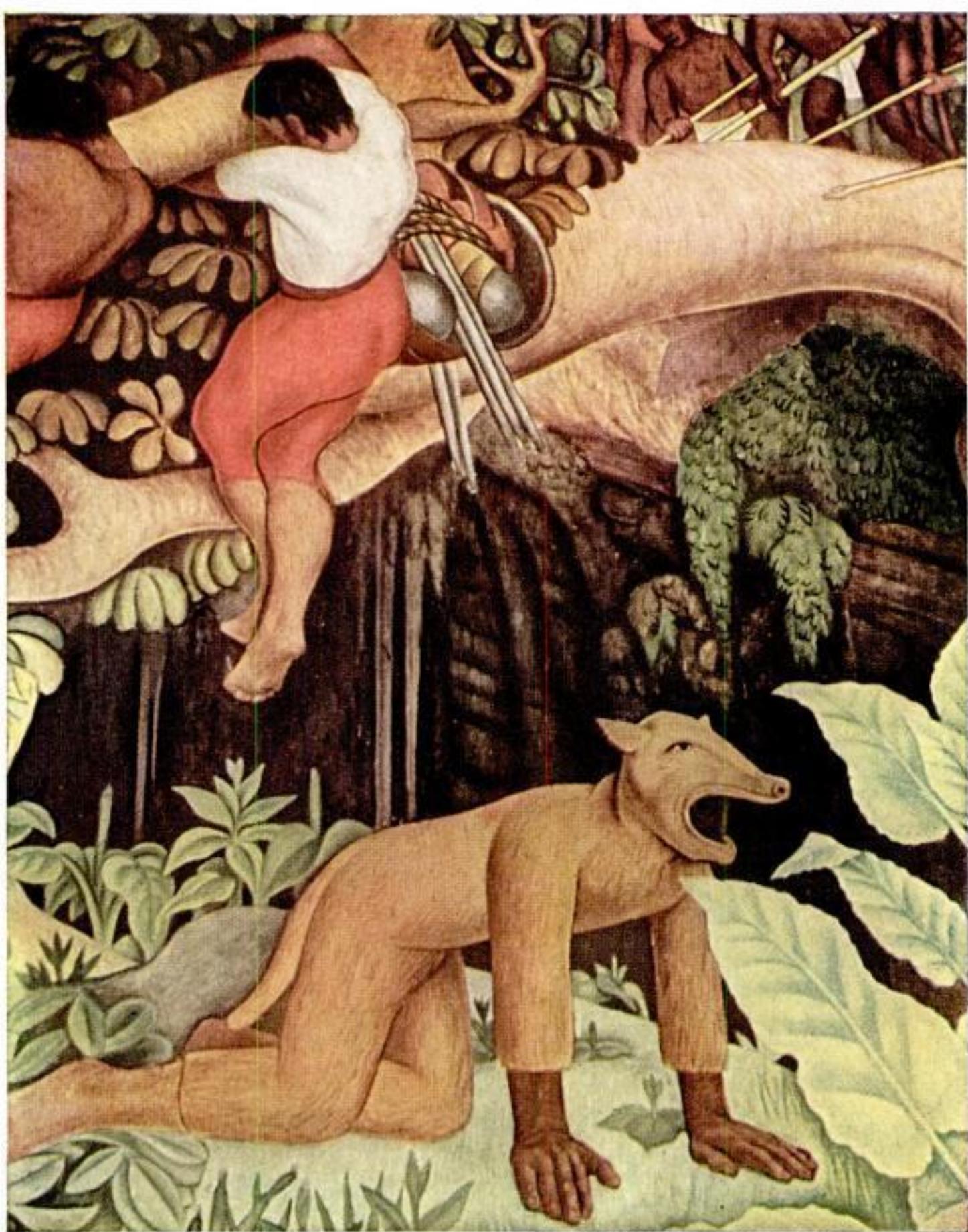
In 1519 Cortés told the Aztec Emperor Montezuma, "I have a disease of the heart that only gold can cure." Mexican politicians are still susceptible to that same powerful disease. They all represent themselves as champions of the people and are all "revolutionary" members of the Revolutionary Party, the official party in Mexico. Their divisions of opinion are all within the party. Most enter politics poor, soon find themselves well off, eventually become rich. All carry guns but do not like their constituents to do the same around them. The important ones also have bodyguards because nobody in Mexico, for 100 years, has ever known whether or not the "revolution" was over.

Senators are elected at the same time as the President and generally share his beliefs. Today in the Senate the men from President Cárdenas' State of Michoacán hold the whip hand. Cárdenas has the Mexican Congress under far better control than Roosevelt has the U. S. Congress. But these politicians revolted against Boss Calles in 1934, forced nomination of Cárdenas for the Presidency.



Senators' cars wait in inner court. At top is Senator Luis Mora Tovar's Buick convertible. The others are Buick and Graham. These champions of the people do themselves well.

THE SPANIARDS



Disguised as a coyote, an Indian led the Spaniards by a secret way across a canyon to Cuernavaca. In this detail of the Rivera mural, the Spanish spears are at upper right.



Prisoners were branded with a G for Guerra (War) by the men of Cortés, taken into slavery. Those worthless as slaves were killed, during the long bloody siege of Tenochtitlán (now

Visible sign of the spiritual Revolution going on in Mexico is the amount of paint splashed in public places. An astounding proportion of these Revolutionary paintings are first-class. Probably the best of all and perhaps the best modern murals in the world are those by Diego Rivera. Shown on this page are two details from his murals in Cuernavaca's Palace of Cortés.

Nowhere in Mexico is there a statue of Cortés, the man who gave Mexico to the white men. But Cortés plays a conspicuous role in any pictures of the Spanish Conquest. The tall, brave, bearded men from Spain proved themselves superb fighters. But they were worse than failures as colonizers. Between 1521 and 1821 they destroyed the great Aztec civilization of Mexico which had evolved a solar year calendar, phonetic writing, a mathematical sign for zero and had mastered the building of aqueducts, dikes and irrigation canals. They reduced the overwhelming majority of the population to the starvation line and to wooden stupidity. The Indians took over their religion and infused it with pagan, idolatrous rites. They absorbed a good deal of the white man's blood. But they were infected, too, with the tradition of treachery, cruelty and greed that the Spaniards impressed on the Indians.

When Cortés arrived, the Aztecs ran a rather loose confederation of Indian tribes. Some, like the Tarascans (President Cárdenas' stock), the Aztecs had never succeeded in conquering. Others, like the Tlaxcalans, had been conquered but were in continuous civil war with the Aztecs. The Aztecs themselves had overthrown the superior civilization of the Mayas. All the Indians of Mexico, as well as of North America, had come from Asia. What Cortés did was to ally himself with the Aztecs' Indian enemies, primarily the Tlaxcalans, and play Indian against Indian. Only because he had a greater skill in practical treachery than the Indians could he and his handful of white men conquer a brave and hard-fighting people. For arrogant audacity, however, his feat can hardly be matched anywhere in history. The Indians called him Sir Malinche, for an Indian girl who had become his loyal mistress and interpreter. They long thought him invulnerable, a messenger of the greatest of the Aztec gods who had gone away and promised to return. Cortés' hardest job, however, was to balk the treachery of his own men, ruthless and self-confident 16th-Century Spaniards like himself.

Mexico City), heroically defended by the Aztec warriors under Cuauhtemoc. The Indians were overawed by the Spaniards' armor, swords, firearms, but above all, by their horses.

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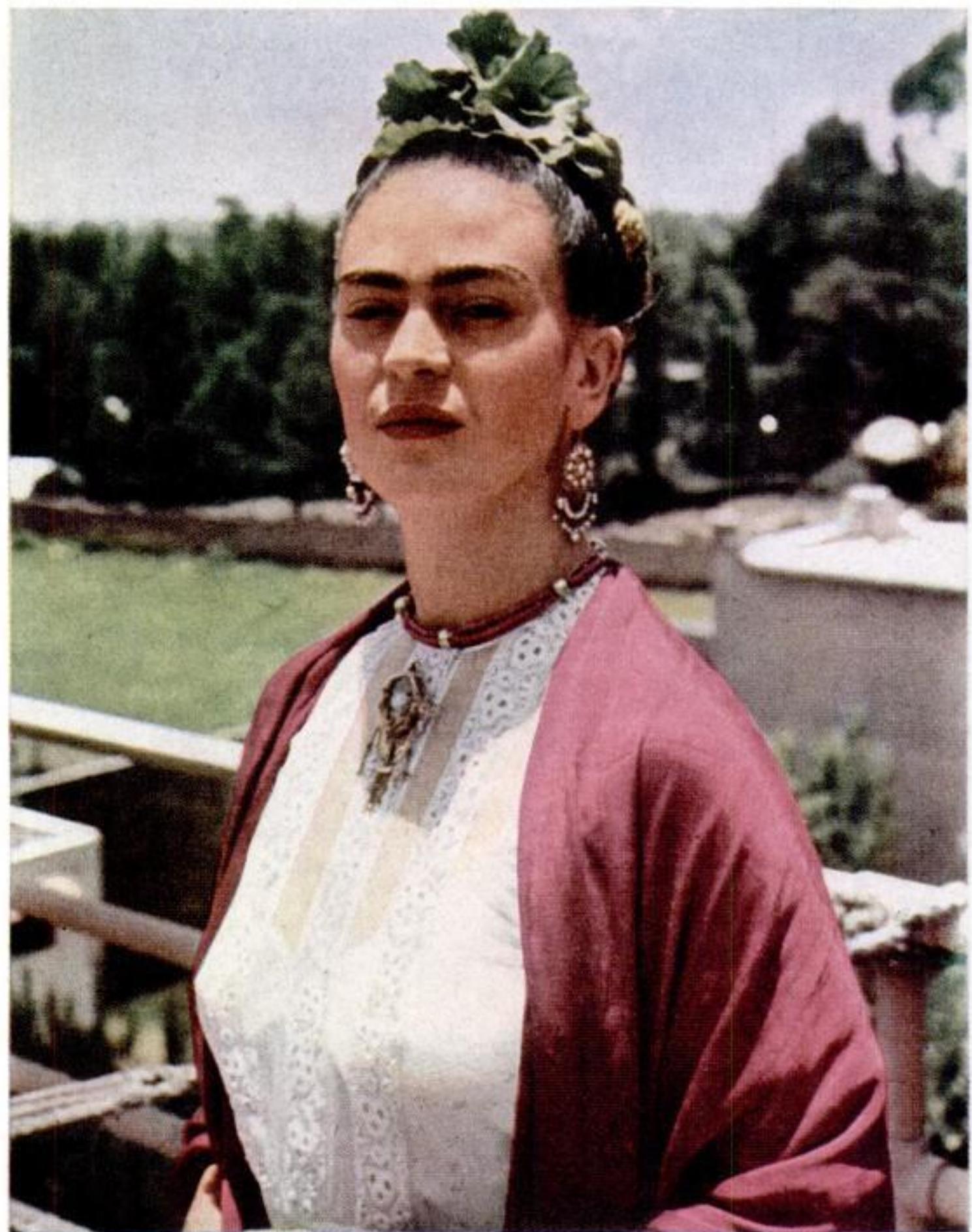
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MEXICO

(continued)



Tehuantepec Indian girl, friend and model of Diego Rivera (see below), is studying obstetrics in Mexico City to help lower the appalling death rate of babies among her people.



Frida Rivera, wife of Diego Rivera and an able painter in her own right, calls herself a Mexican but she is actually half-Mexican, half-German. She is in Tehuantepec Indian costume.



Mexican Group includes from left: Alpha and Beta Covarrubias, Señora Miguel Covarrubias (ex-Dancer Rose Rolando), Mexican Muralist Diego Rivera, Photographer Nickolas

Muray (a Hungarian), Painter and Caricaturist Miguel Covarrubias (Spanish-Mexican) and Señora Rivera. The dachshund at lower left is Señora Rivera's and is named Kaganovich.

MEXICO'S VANISHING ARISTOCRATS

The losers in Mexico's revolution are the great families who once owned 90% of Mexico's good land, ruled the peons like fathers, married into Spanish or French nobility and lived in a French-Victorian magnificence now matched only in Argentina. Their names were Amor, Iturbe, Algara, Aviles, Escandon, Campero, Odonou. Some claimed descent from the original Conquerors of Cortés. All were white. These have largely vanished, emigrated or sunk into an impoverished middle-class, working humbly in factory or office.

But Mexico still has another aristocracy of more recent vintage. More than 10,000 men still own more than 25,000 acres apiece, though they include many upstart generals and politicians. Many of these have Indian blood. Many have grown rich in native or foreign business. These

were the Mexican aristocrats who turned out for the smart Red Cross party in the Club Grillon shown below. The girls at right, a de Uribe and a de Gutierrez, are proud of their fair coloring because it shows their pure-white Spanish descent. At the center table below is a Mexican banker's bare-shouldered daughter who went into the movies—Dolores Del Rio. Left of her are Mexico's leading cinema actor, Arturo de Cárdenas, and Fernando Guzman (*batwing tie*). At the table left of them is the usual Latin chaperone, Señora Rivera Torres, with a bevy of girls including Carmona Barrios, and the son of Red Cross President Quijano. The bottom table is the Guatemalan Ambassador's.

These people have suffered from expropriation far worse than U. S. investors, but Cárdenas has appealed to their patriotism not to ask for payment.



MEXICO

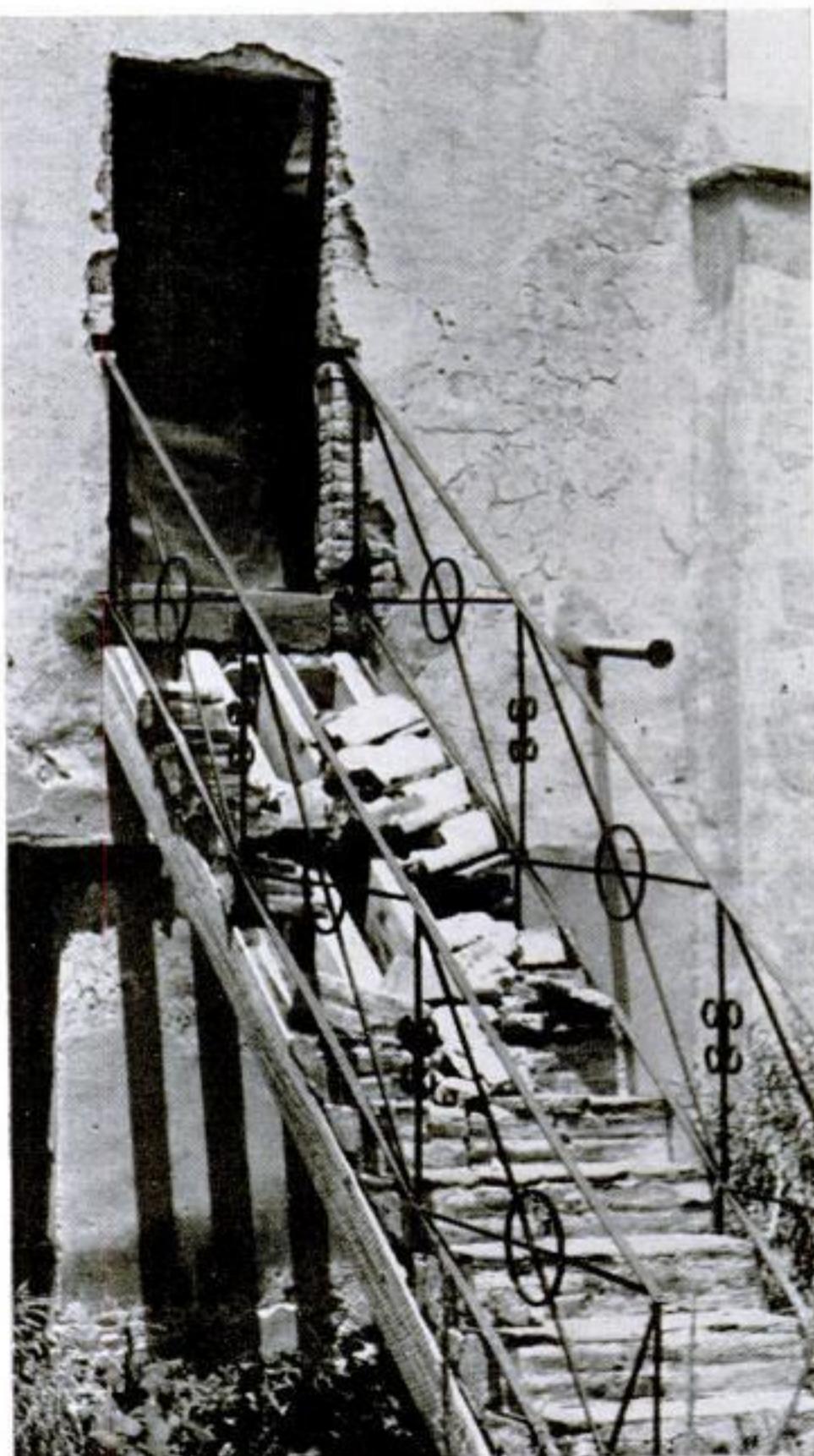
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DESOLATE ARE ITS OLD HACIENDAS

The dark face of Revolution is shown on these pages. This was once a great hacienda, the greatest pulque-producing plantation (100 barrels a day) in all Mexico, employing 800 people on 25,000 acres of maguey. In 1914 the revolutionist Zapata looted it, killed the hacienda police, retainers and as many of the aristocratic Campero family as they could find.

Later the Camperos came home but today everything but the house has been handed over to the peasants. So far they have not done as well as the Camperos did. Some corn (see opposite page) waves under the high-tension lines streaking cross-country to Mexico City. The peasants produce 10 barrels of pulque a day. The last of the Camperos was last heard of working for \$50 a month in a Mexico City jewelry store. Still loyal to him are the major-domo and his assistant (right) who fought on opposite sides in the Zapata revolution. Empty are his splendid stables which once held 70 blooded horses, his gambling rooms, his music rooms, the family's patio, the managers' patio, the peons' patio, the chapel, drug store, infirmary, warehouses, workshops. Some of these fabulous old haciendas were even provided with deer parks. A few still survive, very quietly.

Now the "small farmers" (500 acres), once protected by the Constitution, are fighting further expropriation. The profits of the Revolution are slow to appear. This year's crop is only fair. Peasants kill one another in land jealousy, and kill collectors coming for co-operative dues. Mexico is covered with stone ruins. But the Revolution has hope.



The beautiful patio of Camperos' Hacienda Soapayuca is now overgrown and the stairways loaded with rubble.



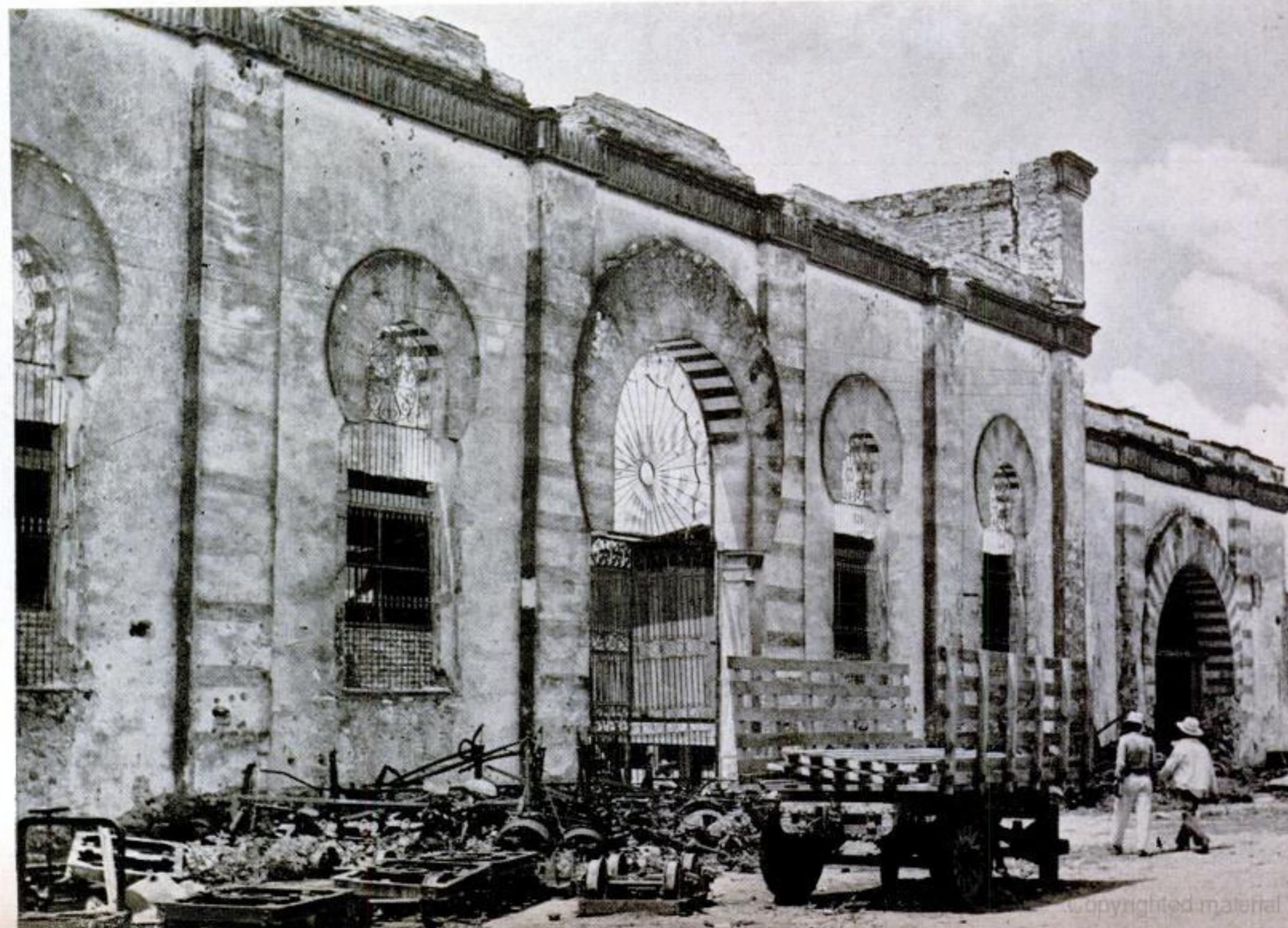
Campero's stairway mural showing Chapultepec Castle (where President Cárdenas is supposed to live but refuses

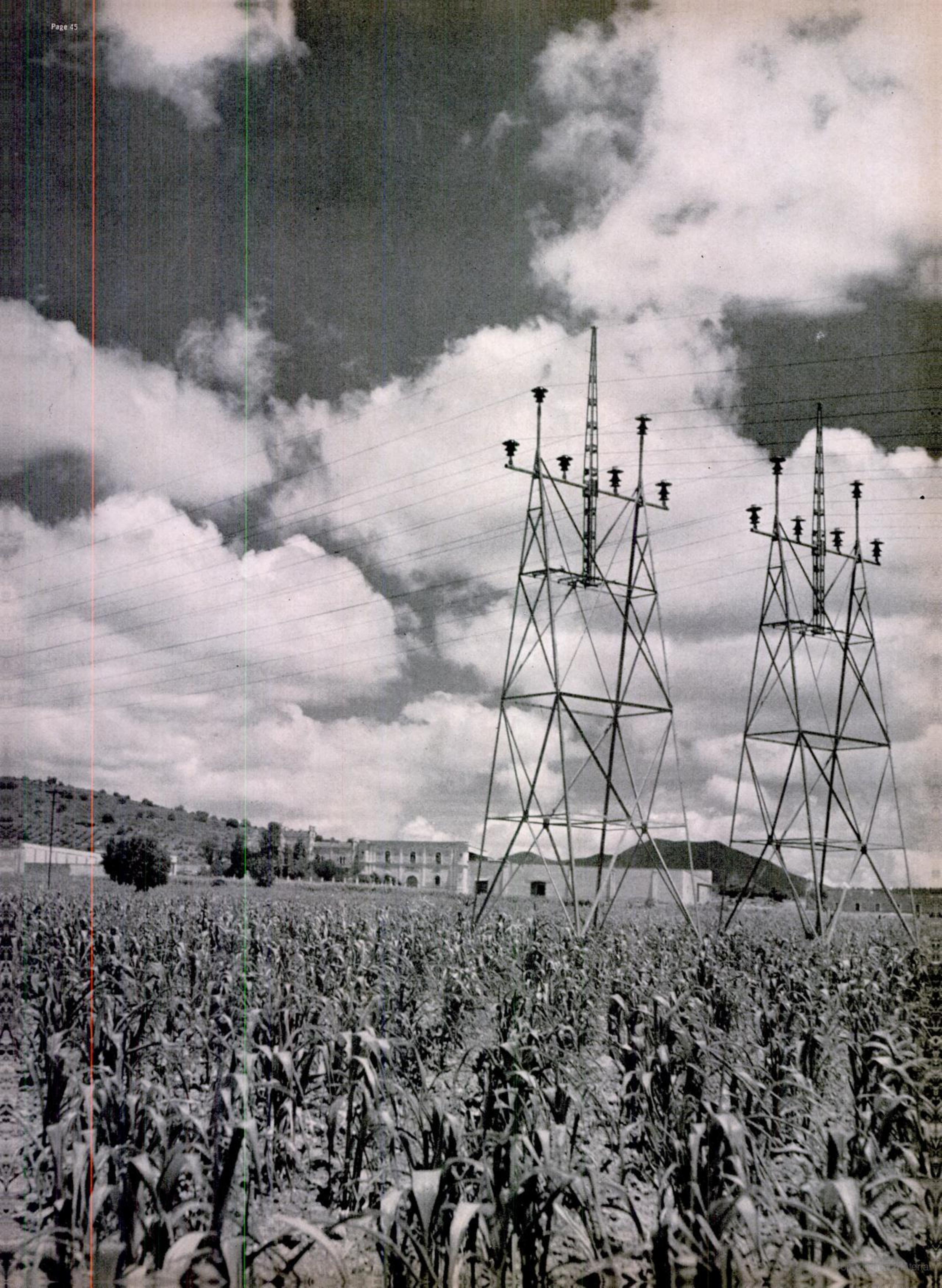
to) and its old aqueduct is now rainstreaked and peeling. The side-walls were also covered with mural painting.

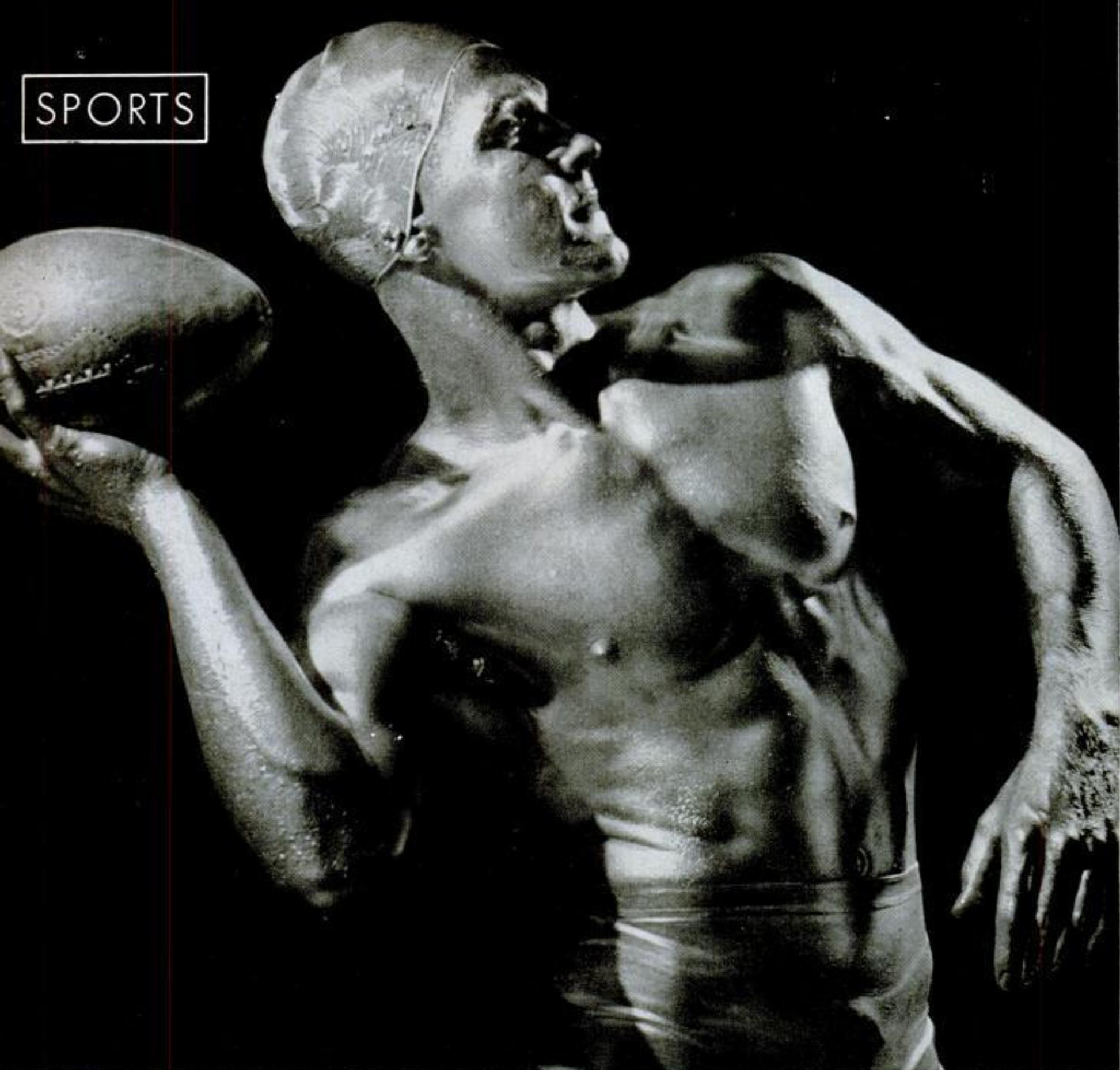


The old family coach (guayin) is driven up by Camperos' major-domo, now caretaker without pay. Below, another

hacienda wrecked by Zapata, now used by the Zacatepec sugar co-operative to let their machinery rust into uselessness.







MEN OF MUSCLE

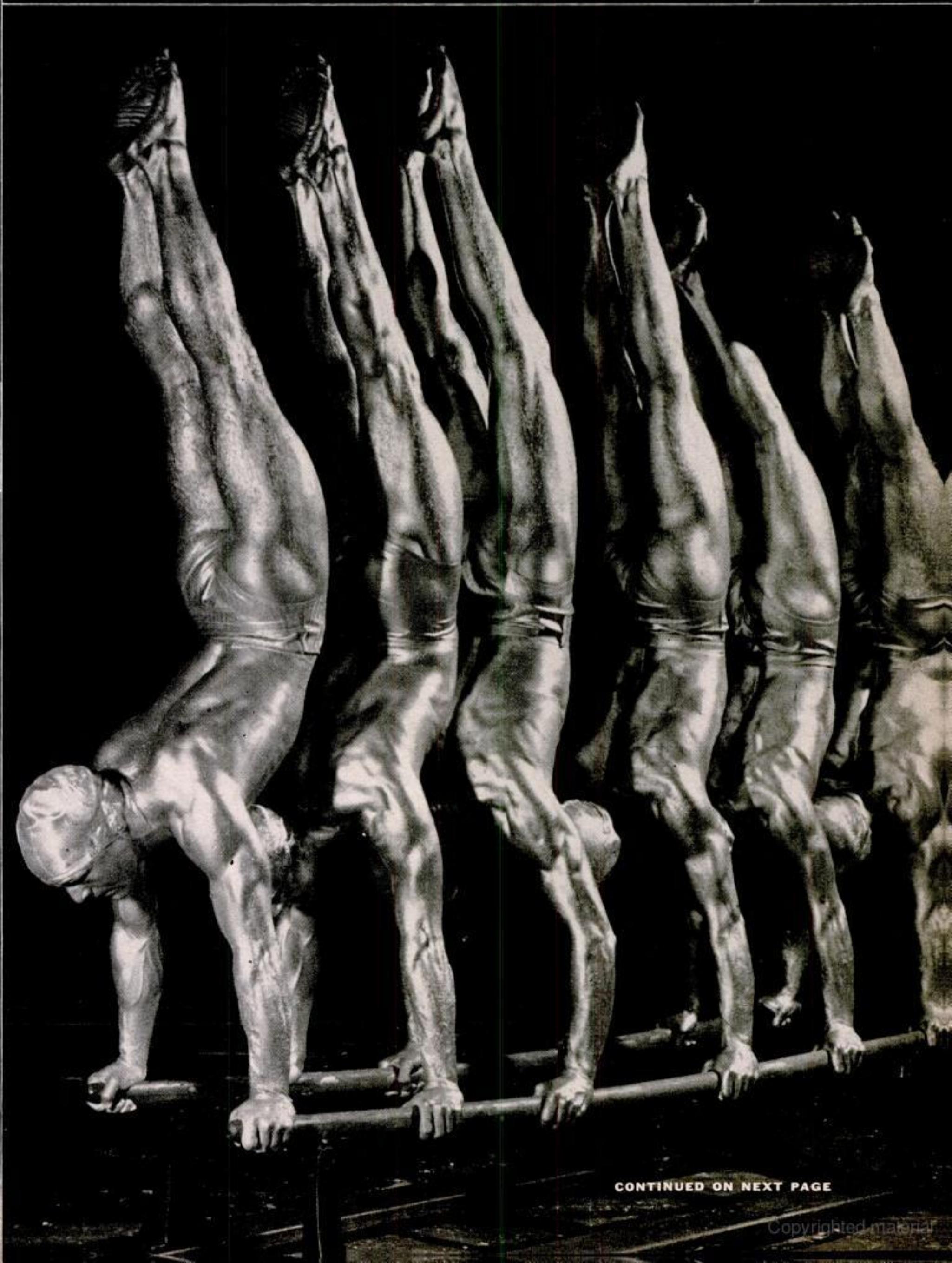
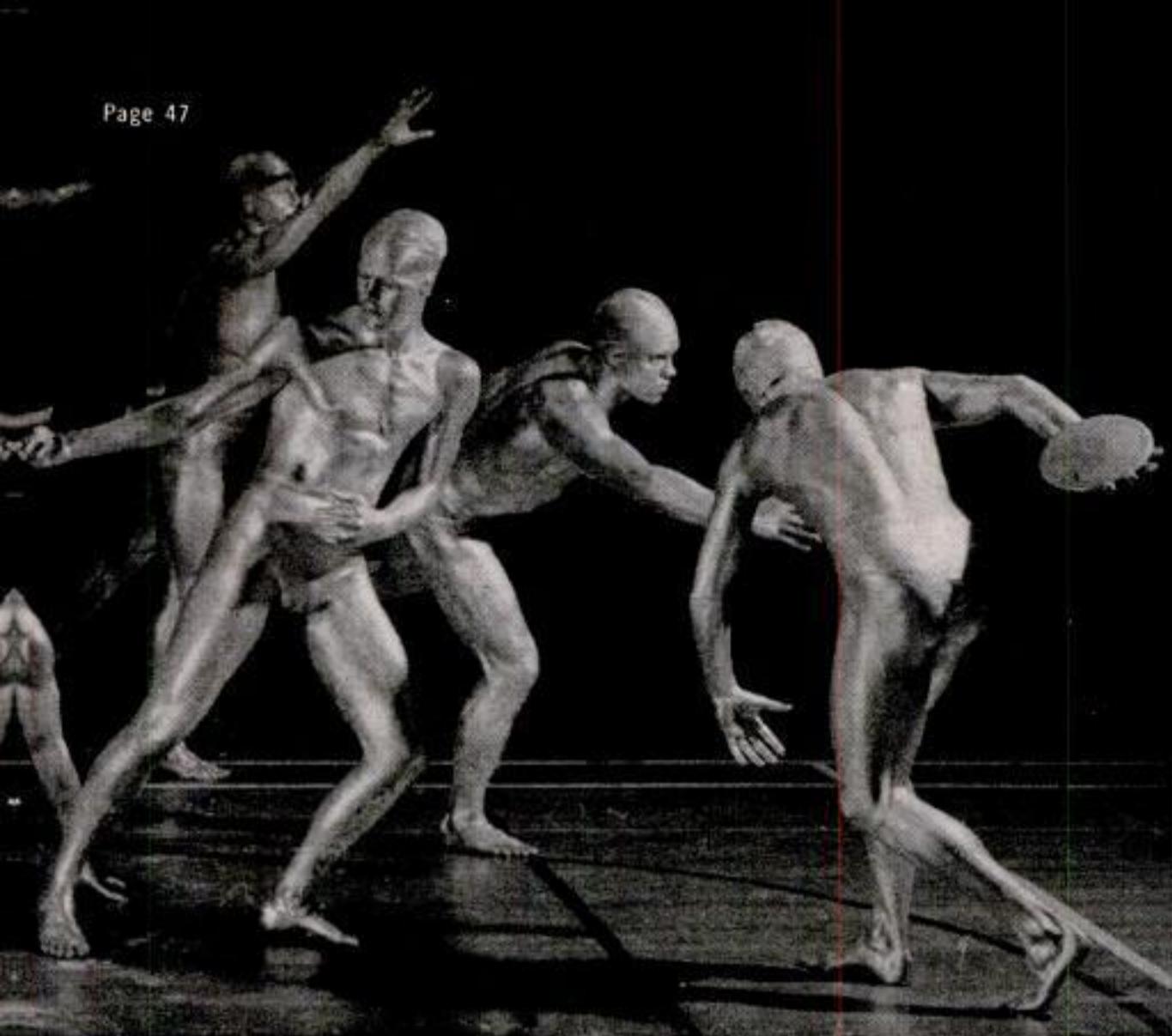
FROM SPRINGFIELD COLLEGE COME
PHYSICAL DIRECTORS FOR THE NATION

The gilded supermen on these pages are undergraduates in Springfield College at Springfield, Mass. For nearly four years they have been developing their strength, learning grace and balance. When they graduate next June, with bachelor of science degrees, they will go out as physical directors to schools and colleges throughout the world. There, besides football, baseball, basketball and boxing, they will teach American schoolboys how to climb ropes, tumble on mats, do gymnastics on bucks, horses, rings and parallel bars.

Springfield is not only one of the biggest and most important U. S. schools of physical education, but is the most remarkable in its teaching methods. It combines ordinary athletic instruction with a kind of mystical body-worship which emphasizes not muscles and brute strength, but rhythm, power and beauty. Its students are the opposite of those beer-garden boxers, ex-circus acrobats and miscellaneous muscle-men who once dominated the field of physical training.

Symbolic of this modern, rhythmic training are these gym tableaux. At Springfield they are part of the gymnasium technique, performed mostly to interest outsiders in the school. The boys wear skin-tight bathing caps and the briefest of trunks, gild their bodies with a mixture of aluminum bronze paint and glycerin. Then they form weird pyramids, balance precariously on their hands, and pose as the "Spirit of Football" or as "Strength & Balance." Afterwards they are careful to take a long, warm shower with plenty of soap, because bronze paint in a cut or scratch may cause blood poisoning.





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MEN OF MUSCLE (continued)



Steadiness of body is checked by a cephalograph. Jumpy nerves cause pen balanced over head to make lines on white paper.



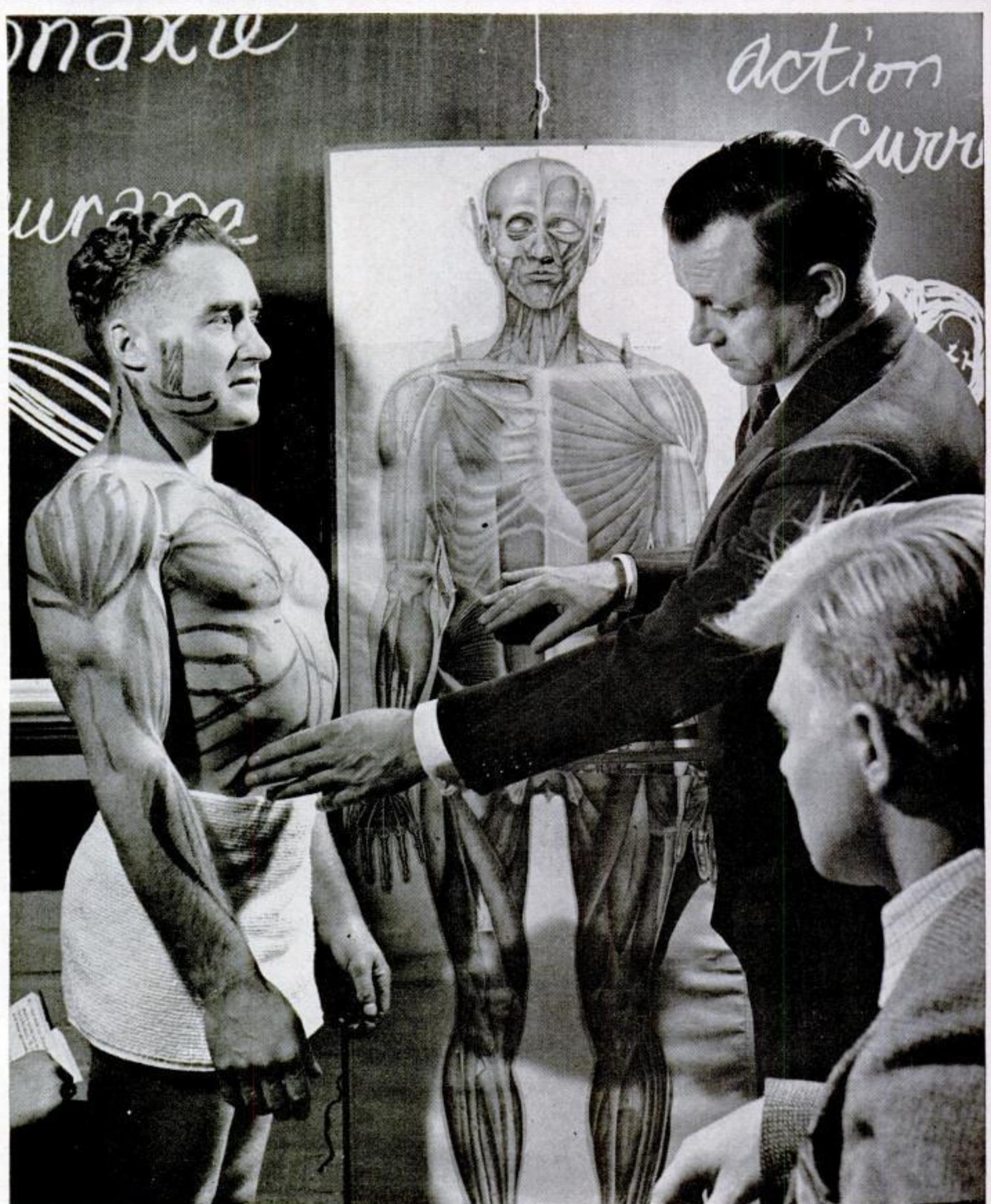
Learning to give a massage is part of the curriculum in the physiotherapy department. Students are generally clumsy at first.



George B. Affleck, Springfield's director of physical education, discusses a job after graduation with Student Charles Bohlinger

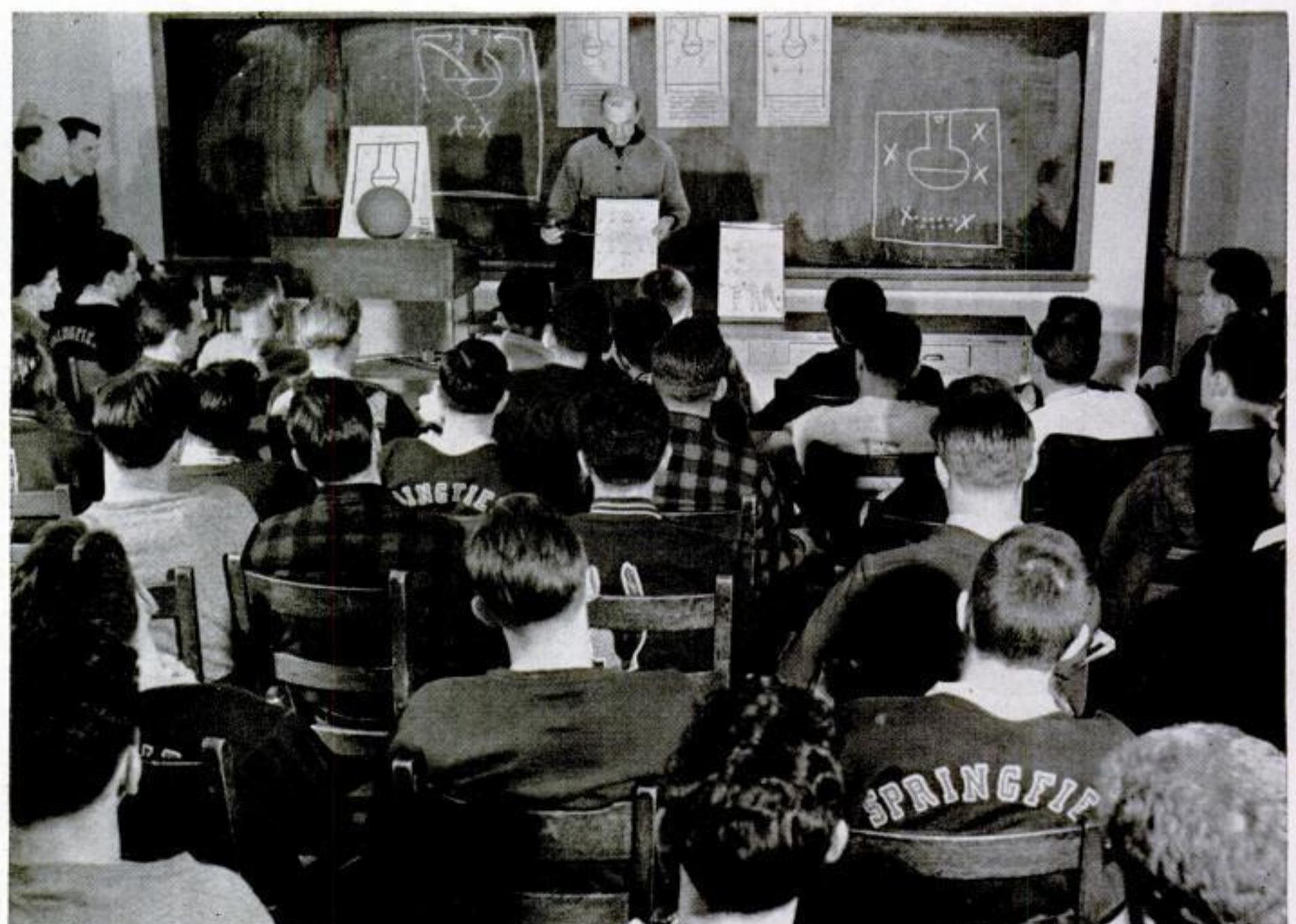
Springfield develops the brain, too

Throughout the U. S. and in 37 foreign countries, there are 2,000 Springfield alumni teaching physical education. To these every June are added 70 members of the graduating class. All of these men of muscle are good athletes, proficient in sports and setting-up exercises, but Springfield has compelled them to use brains as well as brawn. It has given them courses in economics, English, history, and has made of physical education itself a highly complicated, difficult science. Students learn not only to play and referee all games but take courses in the psychology of coaching, in technique of camping, in neurological problems of education. Springfield students take life more seriously than most U. S. undergraduates, usually absorb enough Y.M.C.A. atmosphere to be convinced at the end of four years that they have a mission to better the health and well-being of the nation.



Position of muscles is outlined in India ink by Dr. Peter Karpovich in Physiology of Exercise class. The husky

muscle man is Harold LeMaistre of Melbourne, Australia. This year Springfield has 23 foreign students.



Complicated diagrams accompany a basketball lecture by Professor E. J. Hickox. Classes like this are held in

old, rambling schoolrooms. To construct new buildings, Springfield alumni are trying to raise over \$3,000,000.

THEATER

Mamba's Daughters

Ethel Waters, Queen of Blues, makes her first dramatic hit

Twenty-five years ago, a strapping young Negro girl got a job as a scullion in a Philadelphia hotel at \$3.50 a week. Though only 14, she was 5 ft. 9½ in. tall, and so strong that, on off days, she worked as a laundress for an extra \$1.25. When she was 15, friends took her to a night club on amateur night and made her sing. To her surprise, she won first prize. Theatrical agents saw her, signed her up at \$25 a week, kept \$16, and sent her on a tour. The first night in Baltimore, she was so frightened she had to sing in a chair. But her *St. Louis Blues* clicked, and for ten years she toured the little Negro theaters of the South.

At last her manager persuaded her to sing before white folks. She feared they wouldn't understand her husky Negro singing, but at the Plantation Club on Broadway she made a hit in 1924 and her *Dinah* was one of the earliest night-club songs to sweep the country. Next she scored in such Negro revues as *Blackbirds* (1930) and *Rhapsody in Black* (1931), and by the time Irving Berlin signed her for *As Thousands Cheer* (1933), Ethel Waters was known as Queen of the Blues, the singer who had introduced more popular hits than any other person alive.

Now, at 38, Ethel Waters has again taken New York by storm in her first straight dramatic part. At right you see her as the black amazon of the South Carolina cotton fields in *Mamba's Daughters*, a play by Dorothy and DuBose Heyward, whose *Porgy* (1927) is a memorable chapter in U. S. theater history. To this part of Hagar, the hulking slow-witted Negro mother who loves her fair-skinned daughter with such fierce devotion that she murders for her sake, Ethel Waters brings so much compassion, dignity and power that critics called her "magnificent."



ETHEL WATERS, WHO MADE "DINAH" AND "HEAT WAVE" FAMOUS, NOW PLAYS TRAGEDY



1 In a Charleston courtroom, Hagar, slow-minded daughter of old Mamba, is tried for nearly strangling a man who sought to cheat her out of \$2 for laundry. She is sentenced to five years.



2 Old Mamba pleads with Plantation Owner Wentworth to intercede because of Hagar's baby. The judge paroles Hagar for five years to a plantation on a nearby island.



3 Hagar's singing is loved by all the plantation Negroes. With only five more months of parole she eagerly awaits the visit of Mamba and little Lissa.

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Mamba's Daughters (continued)



4 Bitter disappointment is Hagar's lot when Mamba tells her she has left Lissa, who is being brought up as a lady, at home.



5 Hagar is the only one who will help Gilly Bluton, the island's Negro racketeer (on floor), when his throat is cut for philandering. She drives him to a Charleston hospital, thereby violating her parole.



6 Hagar hides in Mamba's flat from a policeman who has recognized her because of her size. For a few moments she has the joy of holding little Lissa, but soon the policeman comes to take her to prison.



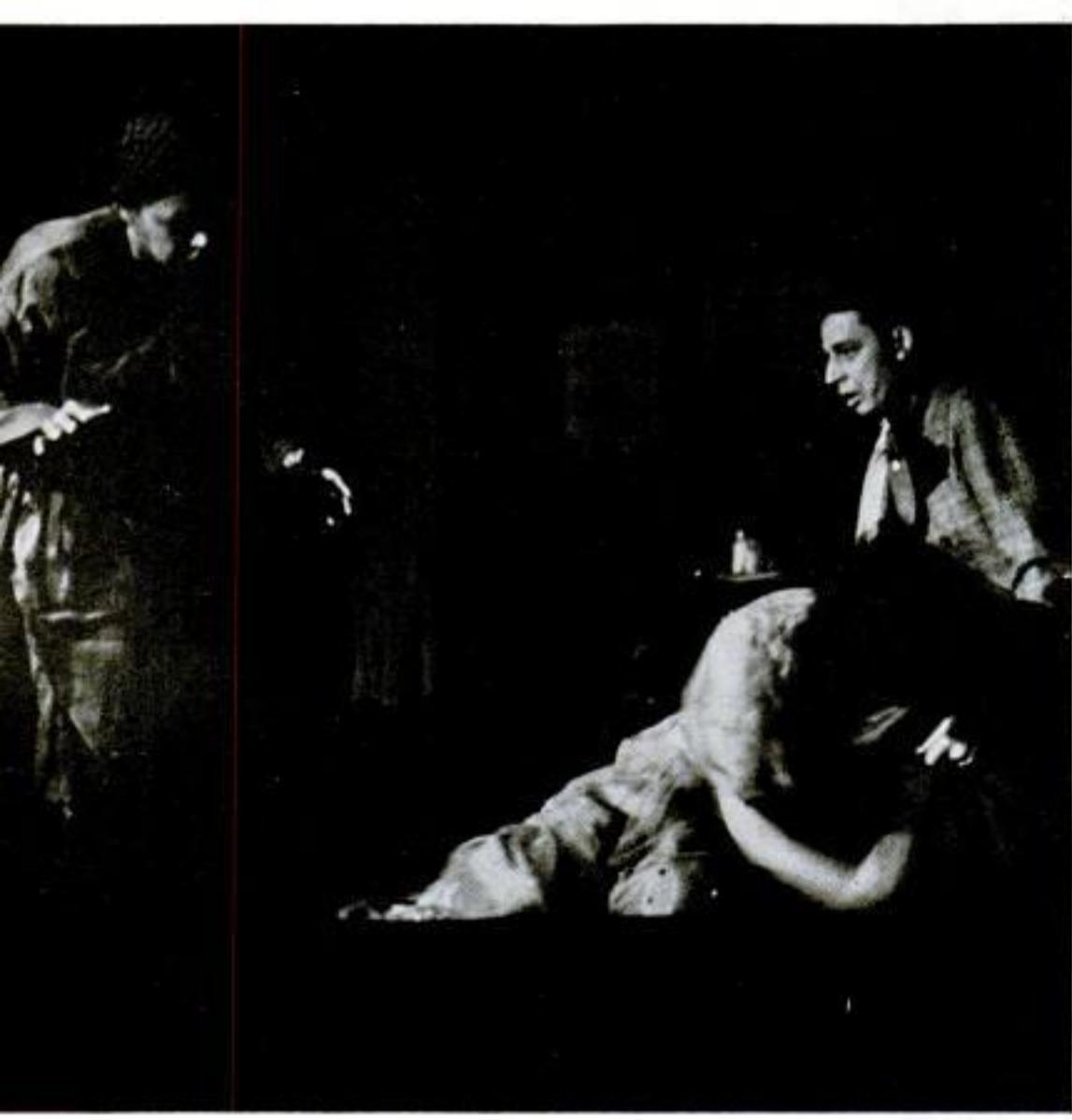
7 Twelve years later, Hagar, working again on the plantation, asks Mr. Wentworth for her \$840 in savings to send Lissa north to study.



8 On Lissa's visit to the plantation, she is dressed and acts so elegantly that all of the Negroes are awed. She meets Mr. Wentworth, does not understand him when he tells her that her mother has given a life of sacrifice to educate her. Also fascinated by Lissa is Gilly Bluton, the racketeer.



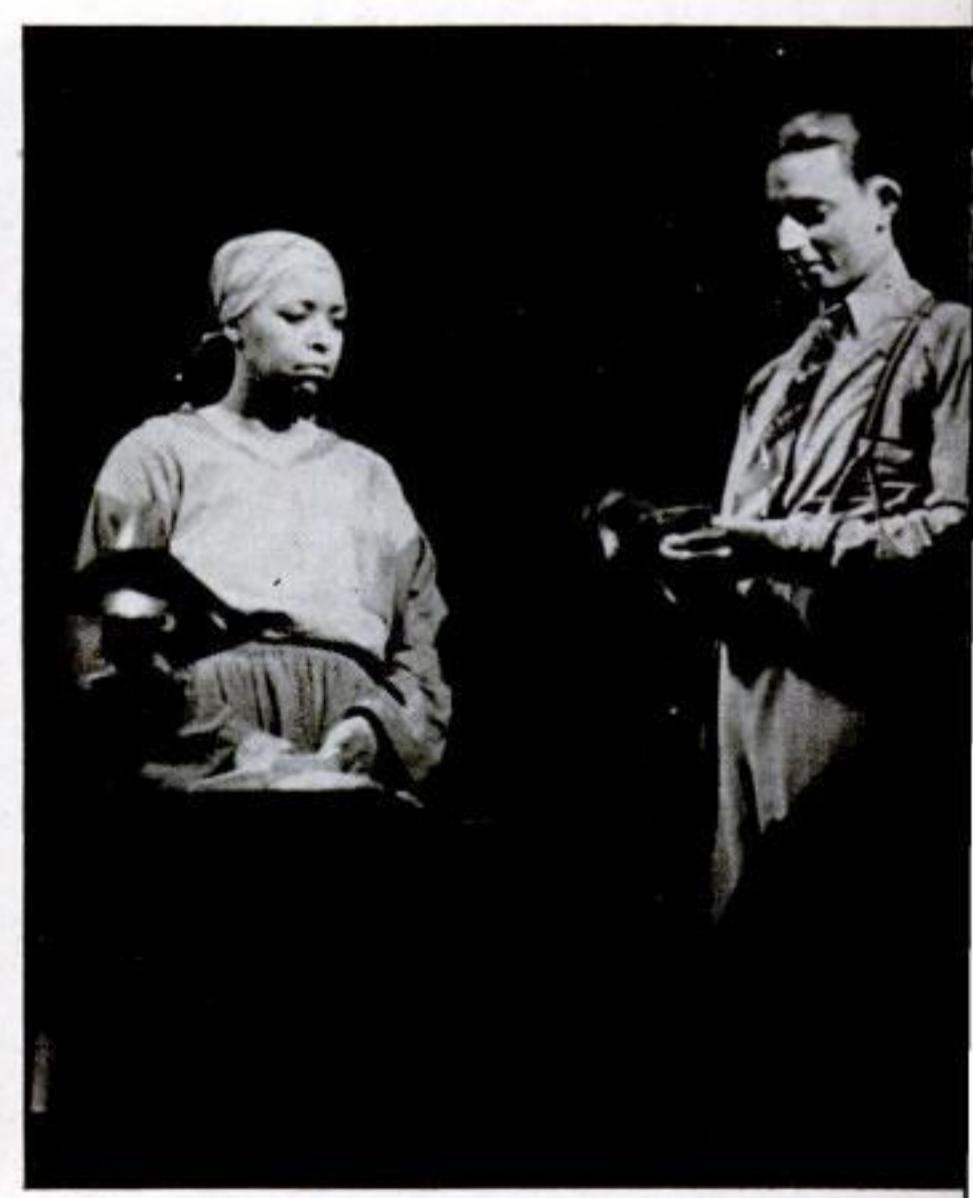
9 Lissa learns for the first time of her mother's past when Hagar sings her jail-house song, *Lonesome Walk*.



10 Hagar invades Gilly's shack late that night to discover he has seduced her daughter. She nearly strangles him at first, but Mamba, who follows her there, prevents her.



11 Hagar pleads with heart-broken Lissa to come to her arms, where she comforts her and coaxes her back to a desire to live. When Lissa's baby is born and dies, they bury it secretly in the woods.



12 Hagar pays hush money to Gilly when Lissa is a radio star in New York. When Gilly threatens to go to Lissa for more, she strangles him (opposite) and kills herself.



GILLY HURLS THE LAMP AT HAGAR AS SHE CROUCHES TO SEIZE HIM BY THE THROAT



WITH HER TOIL-WORN HANDS SHE CLUTCHES GILLY'S THROAT, FORCES HIM DOWN



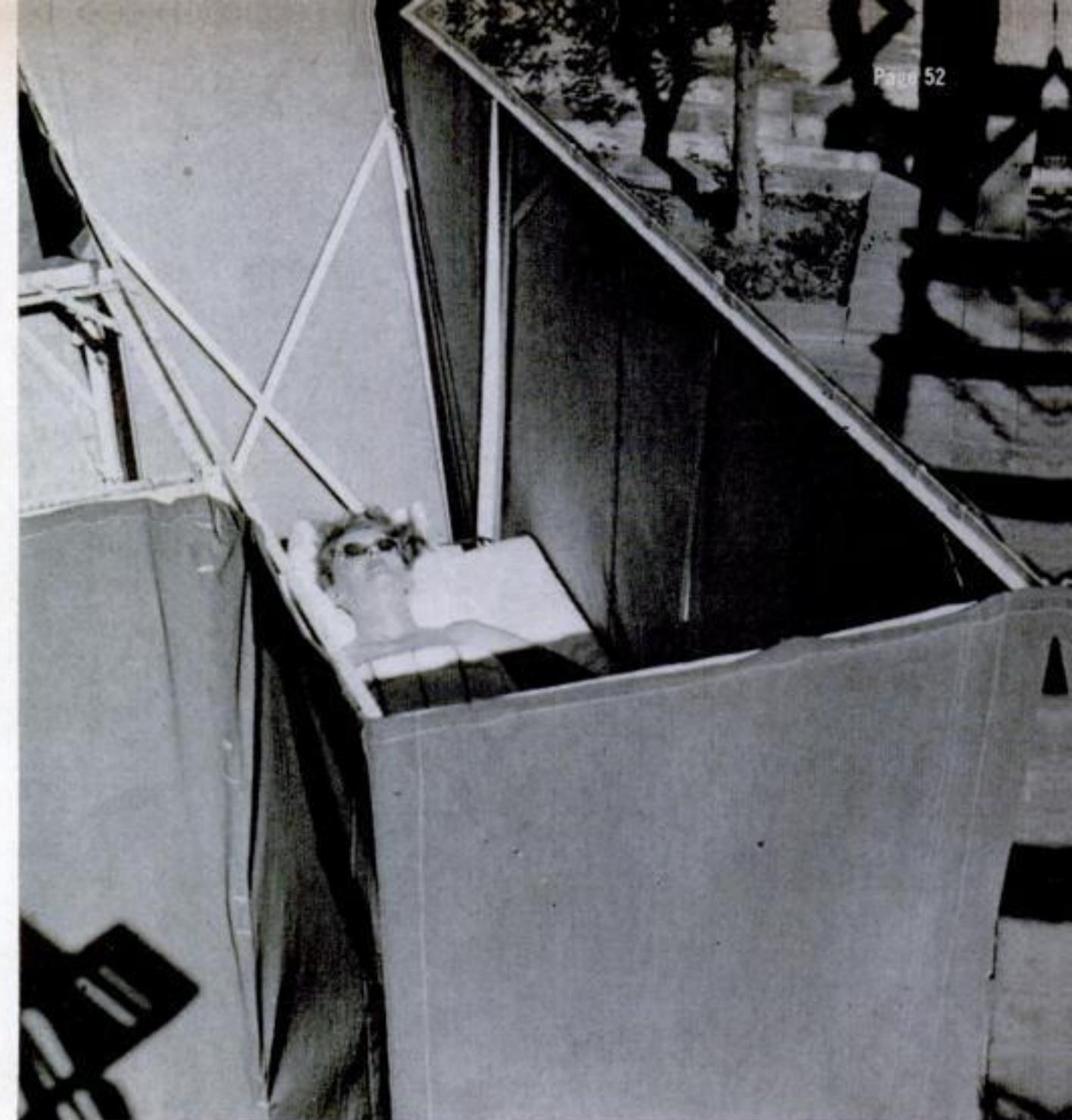
HE SNATCHES HIS GUN FROM THE TABLE, BUT POWERFUL HAGAR WRENCHES IT AWAY



"YOU'LL NEVER GO TO NEW YORK," CRIES HAGAR AS SHE STRANGLES GILLY TO DEATH



Her greatest role was Mildred in "Of Human Bondage"



A daily sunbath in a well-shielded enclosure is Bette Davis' health recipe. At her beautiful Mexican-style, 4-acre Beverly Hills home, she spends most of her time outdoors.

BETTE DAVIS

She prefers "attractive wench" parts
in which her acting is Hollywood's high

by NOEL F. BUSCH

The top box-office star of Warner Bros., in blue slacks, skims through the morning papers in the playroom of her home. The walls are decorated with Mexican posters.





Popeye the Magnificent, a pet Pekingese who recently died, follows his mistress down to the patio. She still has Tibby, a Scotty.



A simple luncheon of ham and spaghetti is served by Bradley, her Negro butler, in the patio. She never diets, attempts to gain weight.



Informality is her keynote. She does her own nails, answers the phone herself, is happiest in shorts or slacks.

This is rather a naughty young lady. What she wants is more money."

When Sir Patrick Hastings, K. C., England's most celebrated trial lawyer, pronounced these words in a crowded London courtroom one morning three Octobers ago, they sounded remarkably severe. Actually, Sir Patrick was guilty of a serious understatement. The young lady to whom he was referring was Bette Davis, whose employers, Warner Brothers, had retained him. What Bette Davis wanted was not mere money but something much more important.

In 1934, as Mildred in Somerset Maugham's classic *Of Human Bondage*, Bette Davis had given what was probably the best performance ever recorded on the screen by a U. S. actress. Warner Brothers had rewarded her for this with a series of mediocre roles climaxed by that of the cipherous heroine of James Oliver Curwood's lush pot-boiler, *God's Country and the Woman*. Disheartened, Bette Davis had then announced her intention of breaking the fundamental Hollywood law that producers are better judges of what

stars should do than the stars themselves, and going to work for another company in England.

If Bette Davis had won her case, other stars would have rebelled also and she would have become the Joan of Arc of a cinema revolution. Bette Davis did not win her case. When Sir Patrick had finished speaking, Mr. Justice Branson looked over to where she was popping her huge eyes in what she later explained was an effort to hypnotize him. He wagged his wig sadly, indicating disapproval. Two weeks later Bette Davis was on her way back to what her attorneys had described as "slavery" in Hollywood.

Bette Davis' London trial showed that, for a movie star, the ability to act does not guarantee an opportunity to do so. That this legal precedent should have been established by a top-ranking U. S. film actress was eminently fitting, for her earlier career had already indicated that the ability to act is actually an almost insuperable barrier to appearing on the screen at all.

To understand why talent for acting is often

a hindrance rather than a help in Hollywood, it is necessary to consider the essential difference between a stage actress and a movie actress. Whereas the one has to act a long part perfectly before an audience without the aid of a director, the other needs only to obey director's orders in reciting a few lines at a time in comparative privacy, with no penalties for errors. Since the ability to act is comparatively unnecessary in Hollywood, it is regarded with suspicion. Directors might be interested in a girl who was noted for her love affairs or able to balance a peanut on her nose, because these accomplishments would suggest that she had an interesting personality. Conversely, acting ability suggests an arty personality and young movie actresses should conceal it more carefully than a craving for cocaine.

Instead of concealing her talent for acting, Bette Davis has displayed it steadily since she left the cradle. By the time she was 10 years old, she had long since replaced her father in the role of Santa Claus. At this age, while light-

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Mr. and Mrs. Harmon Nelson, before their recent divorce, sun themselves in a large beach chair. He used to be a band leader.



Bette with Popeye in her lap is wheeled across the wide, red-tiled patio in a sun chair by Brown, the chauffeur. She has four servants.



Her hair is carefully fixed in a long bob by Margaret Donovan of Warner Bros. She no longer dyes her hair.



BETTE DAVIS (continued)

ing the candles on the Christmas tree, she contrived to set fire to her whiskers. This caused a sensation of the kind which actresses love. Bette, not satisfied, pretended that her eyes had been scorched by the fire and that she was blind. This increased the sensation. As a small child, she also went swimming naked. She not only swam in the water like ordinary people, but in snow-drifts which were plentiful around her boarding school in the Berkshires.

As she grew up and went to school, Bette Davis was ready to try anything that an audience would look at, and bored by everything else. When her family went to New Hampshire in 1925, she was disgusted by the unappreciative woods, fields and tourists. She found a teacher of "dramatic dancing" named Roshanara, wrapped herself in shawls and spent the summer hopping up and down.

Turned down by Le Gallienne

When she got through ordinary school, Bette Davis went to John Murray Anderson's dramatic school in New York. By this time, Bette Davis was such a complete actress that she was giving a performance at all times whether she knew it or not. When she went to ask Eva Le Gallienne for a job, she unconsciously concealed her eagerness to work with the most celebrated stage star in the country by trying to appear nonchalant. She did this so well that Eva Le Gallienne was completely deceived and said: "I can see your attitude toward the theater is not serious. You have not prepared yourself for this interview. You are a frivolous little girl."

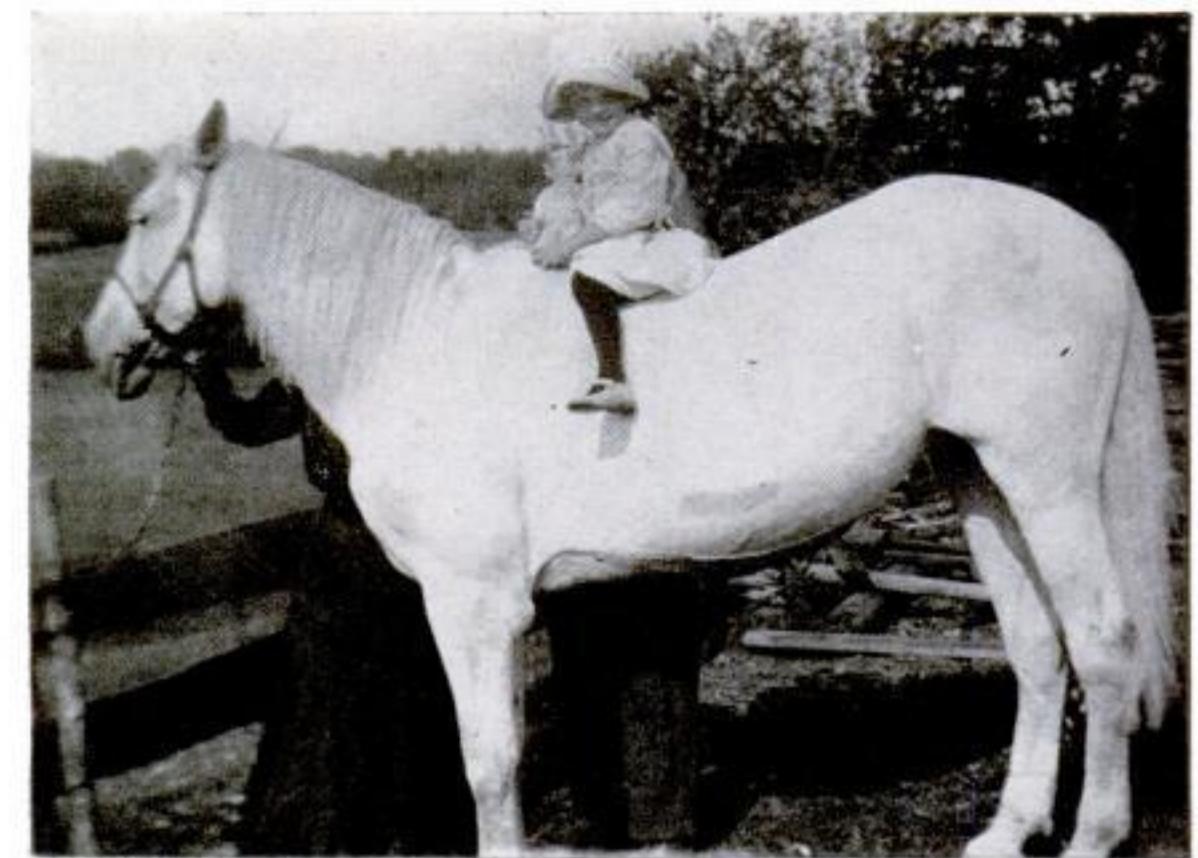
Not realizing that it was a compliment to her talent, Davis was greatly disheartened by this setback to her career. It did not, however, cause her to choose a different one. In the summer of 1929, she went to Cape Cod to get a job in a summer theater. When the directors of the theater said they had no parts for her, she characteristically offered to stay on in the theater as an usher.

A majority of all the world's successful actresses have mothers who once wanted to be actresses themselves. Frustrated by domesticity, these mothers see a chance to realize their ambitions vicariously through their daughters in whose abilities, which they view as a projection of their own, they naturally have unlimited confidence. Bette Davis' mother, Ruthie Davis, divorced Mr. Davis, a non-histrionic lawyer, when Bette, at 8, was just starting to show promise. Ruthie Davis not only encouraged Bette in her obsession for acting, she was so delighted by it that she developed second sight and took to reading tea leaves. When Bette Davis got a chance to make her professional debut in a stock-company production of *Broadway*, her mother told her to learn her own part and also that of the heroine. "The leading lady will break her leg," said Ruthie Davis.

On opening night in Rochester the leading lady did indeed sprain her ankle severely and Bette replaced her, but this did not bring her immediate professional recognition. Instead she got fired and went back to New York where, a few months later, she finally landed the highly desirable role of Hedvig in Blanche Yurka's production of *The Wild Duck*. When Bette Davis broke out with measles before the premiere, the only treatment she considered necessary was a



As a frail baby of 6 months, Bette was fed on goat's milk. Here she is shown in her mother's arms on the porch of their Lowell, Mass., home.



A born actress, Bette, at the age of 3, liked posing in movie-queen fashion on a work horse for this family snapshot. She was held up on the animal and clung to her favorite Teddy bear. She was fast becoming a tomboy.



Four generations: Bette, 3, her great-grandmother, grandfather, mother. She had a highly proper New England upbringing.



She was an avid reader of Grimm's *Fairy Tales* and the *Little Colonel* series. At the age of 8, when her parents got divorced, she and her younger sister were sent to Florida. The next year she went to Crestalban School in Massachusetts.



She burned her face badly while acting Santa Claus at the age of 10. For two months she wore bandages.



She almost became a dancer at 17. Here she stars in the "moth dance" in 18 yd. of China silk at a New Hampshire pageant.



She enjoyed swimming as a young girl and became a junior lifesaver. Today her favorite form of exercise is badminton.



As a young actress in Rochester she lived modestly. She was then 20 and although good-looking, not glamorous.



She shuns night-spots, likes parties at home. However, she went to a 1936 ball wearing a "dress of all nations."



She won the award for the best screen performance of 1935 for her role in *Dangerous*. Victor McLaglen (right) also won.



PRESIDENT DAVIS OF THE TAILWAGGERS' SOCIETY RAFFLES A COCKER SPANIEL

double coat of make-up. She got good notices, two bigger Broadway parts and, in 1930, a Hollywood contract with Universal, then owned by old Carl ("Papa") Laemmle and run by young Carl ("Junior") Laemmle.

Contrary to general impression, getting a Hollywood contract is not the home plate for an aspiring actress. It is only the batter's box. The case of Bette Davis illustrates this point even better than it illustrates the disadvantages of knowing how to act. When Bette Davis arrived in Hollywood, she was already a thoroughly schooled and competent actress. Consequently, she felt no need for orchid corsages, dark glasses and other histrionic props in her private life. The results were inevitable. Bette Davis got off the train, looked about for someone to meet her, found no one. She went to a hotel and called the studio. The press agent, whom she had never met,

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FOR THE 1 MAN IN 7 WHO SHAVES EVERY DAY

HERE'S A SPECIAL SHAVE CREAM

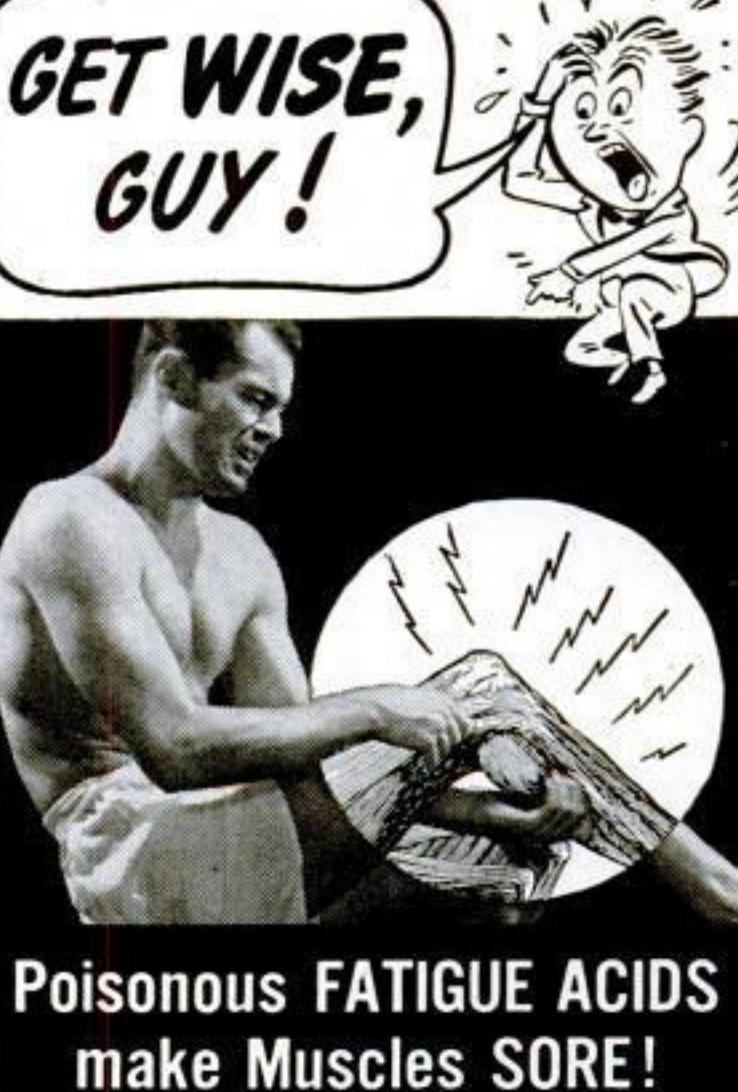
**It's Not a SOAP... Not Greasy
Needs No Brush... Leaves
Your Skin Soft and Smooth**

Daily shaving leaves many men's faces raw, sensitive. This is especially true of the man who, because of his business and social status, must shave every day.

To meet this condition Williams has now developed a special cream for daily shavers. It's called Glider. Wash face thoroughly with soap and warm water to remove razor-dulling grit, then spread on Glider quickly, easily with your fingers. No brush. No lather. Not sticky or greasy.

A superabundance of moisture in this rich cream softens each whisker, yet forms a protective layer over your face to keep blade from scraping. Swiftly and gently your razor glides over your skin. Like a cold cream, Glider actually relieves soreness and helps prevent chapping and roughness. Glider is the result of nearly 100 years' experience in making fine shaving preparations.

Try Glider at our Expense:
Send your name and address on a penny post card, for a generous FREE tube of Glider "No-Brush" Cream. The J. B. Williams Co., Dept. LG-18, Glastonbury, Conn.



**For Quick Relief:
-Flush them out!**

NOTHING SMART about putting up with sore, aching muscles. Just get after those poisonous fatigue acids that settle in muscles after strenuous exercise—make them swell and ache. **Absorbine Jr.'s** the ticket! Accepted laboratory tests proved it speeds the blood through muscles to flush out the acids. **Works fast** to get you feeling limber—fit again. **Splash it on** after exercise and 2 or 3 times a day. At all druggists, \$1.25 a bottle.

FREE SAMPLE—Write W. F. Young, Inc., 362 Lyman St., Springfield, Mass.

FAMOUS also for Athlete's Foot—Sprains—Bruises

ABSORBINE JR.

BETTE DAVIS (continued)

explained that he had gone to the train to meet her but had not seen anyone who looked or behaved like an actress.

The object of an actress is to disguise her own personality and assume that of the character whom she is impersonating. This is a difficult feat which takes years to learn. At Universal, Bette Davis executed it to perfection. Her first three roles were in *Bad Sister*, *Seed* and *Waterloo Bridge*. Bette Davis played all three roles entirely differently.

Universal's chief executives were deeply puzzled by her extraordinary behavior and thought she must be some kind of strange creature, like a chameleon. The more they studied the subject, the more puzzled they became but finally one of them had an inspiration. He had, he announced, solved the mystery of why Bette Davis looked different in every picture. "Davis," he said, "is colorless."

In Hollywood, it is permissible to be vicious, poor, drunk, Rumanian, impudent, dishonest, old, illiterate, or calm. It is not permissible to be colorless. As soon as Bette Davis, as a result of being a good actress, got the reputation for being colorless, she was in a bad way. Seeing that she was not doing well at Universal, Bette's agent had been angling with other studios. None of them wanted anything to do with her. At her own studio, Carl Laemmle Jr., who had been keeping in close touch with the situation, spoke the last words. They were: "I can't imagine any guy giving her a tumble."

In 1938, this remark sounds absurd. It amuses both Bette Davis, who is a \$3,500-a-week star, and Junior Laemmle who is helping his father to market self-heating hot dogs. At the time, however, it was serious. Bette Davis found herself off the payroll.

Mr. Mizner says, "Bleach your hair"

According to legend, Bette Davis owes her ultimate success to hard work. This is preposterous. Hard work is of course absolutely essential to success in Hollywood but so is the ability to breathe. It is also just as inadequate as an explanation. Many girls who worked just as hard as Bette Davis did in 1930 are still doing so. What really enabled her to succeed in spite of her handicap was an accident. The accident took the form of a meeting with the late Wilson Mizner, the playwright. Mizner, who knew all about how Hollywood operates, did not explain the subject to Bette Davis. Instead, according to Jim Tully, he told her to bleach her hair to the color of honey.

When she met Mizner, Bette Davis was planning to leave for New York. Thinking nothing she could do would make much difference, she took his advice. Two days later she met George Arliss. Arliss was looking for a honey-colored blonde to play opposite him in *The Man Who Played God*, offered her the job. This made Bette Davis think that Wilson Mizner's second sight was almost as good as her mother's and that he, not Arliss, would really be the right type for the name part in the picture.

In thinking that Mizner had played God, Bette Davis was quite right. What she did not know was that playing God, like other sorts of acting, is a matter of technique. Actually, Mizner had



Her first important role came in 1932 in the part of a young, dignified girl in *The Man Who Played God*, starring George Arliss, who had picked her for the part.

BOTHERED BY CONSTIPATION?

Get relief this simple,
pleasant way!



1. TAKE ONE
or two tablets of
Ex-Lax before re-
tiring. It tastes just
like delicious choco-
late. No spoons
—no bottles! No
fuss, no bother!
Ex-Lax is easy to
use and pleasant
to take.



2. YOU SLEEP
through the night
. . . undisturbed!
No stomach upsets.
No nausea or
cramps. No occa-
sion to get up!
Ex-Lax is mild and
gentle. It acts over-
night — without
over-action.



3. THE NEXT
morning Ex-Lax
acts . . . thoroughly
and effectively. It
works so gently
that, except for the
pleasant relief you
enjoy, you scarcely
realize you have
taken a laxative.

Ex-Lax is good for every member of the family—the youngsters as well as the grown-ups. At all drug stores in handy 10¢ and 25¢ sizes. Try Ex-Lax the next time you need a laxative.

Now improved—better than ever!
EX-LAX
THE ORIGINAL CHOCOLATED LAXATIVE

Itching, Dandruff



Use This Medicinal Aid!

To relieve itching and help remove Dandruff, use Glover's Mange Medicine and massage—popular for over a half-century. This famous method of treatment also helps check Excessive Falling Hair; aids new hair growth in Patchy Baldness.

For the shampoo, use Glover's Medicated Soap—specially compounded to blend with the Medicine and cleanse the scalp and hair. Get both at your Druggist today! Ask for a professional application of Glover's Mange Medicine when you visit your Barber.

FREE booklet on Glover's System for the Scalp and Hair. Write Glover's, 468 Fourth Avenue, New York.

GLOVER'S MANGE MEDICINE

PIMPIFY SKIN

due to external irritation

Cleanse clogged pores—aid healing of the sore spots the easy Resinol way. Sample of Ointment and Soap free. Write Resinol, Dept. L2, Balto., Md.

Resinol



In "Jezebel" she was a beautiful but perverse Southern belle (above). Her portrayal of this role sets a high standard for the future Scarlett O'Hara (see p. 16) to equal.

learned that Arliss wanted a honey-colored blonde before he met Davis. After meeting her and telling her to bleach her hair, he had told Arliss that he had found the blonde that Arliss wanted. Mizner, however, did not explain all this to Davis. Instead, he continued to play God. He gave Davis a book to read. The book was *Of Human Bondage*.

When Bette Davis had finished reading *Of Human Bondage*, she returned to Mizner and told him it was the best novel she had ever read. Mizner, who agreed with her, said: "RKO is going to put it on the screen. Ask them to give you the part of Mildred." This time there was no advance arrangement but Mizner's guess was good. RKO officials thought that Bette Davis as an actress noted for her lack of color would be just right for the role of an anemic waitress.

Even after her historic performance as Mildred, it did not occur to Hollywood producers that Bette Davis was an actress. It was only after she had been hailed by critics all over the world that her name was written in on ballots of the cinema Academy of Arts and Sciences for the best performance of 1934. The write-in vote was not enough to get her the prize which went to Claudette Colbert. In true Hollywood style Bette Davis got it a year later for an able but infinitely less remarkable performance in Warner Brothers' *Dangerous*.

For an established star, acting is a permissible eccentricity. Established by *Of Human Bondage*, Bette Davis has not since been seriously impeded by the fact that she is undoubtedly the ablest U. S.-born movie actress whose prestige derives from pictures rather than the stage. When she was sent back to "slavery," Warner Brothers generously decided not to insist on making her a dream girl of the lumber camps and crossed *God's Country and the Woman* off her production schedule. Since then, Bette Davis has had first-rate parts in *Jezebel* and *The Sisters*. This year, she is practically certain to get her second Academy Award for one or the other. The only actress who has won two "Oscars" is Viennese Luise Rainer. Next year, Bette Davis may outdistance Luise Rainer by means of *Dark Victory*, soon to be released, or *Juarez*, which she is making now.

Wanted: unpleasant roles

Warner Bros. is not entirely to blame for not giving Bette Davis more parts like Mildred. The truth is there are no more parts like Mildred. No matter what role Bette Davis plays, she brings to it intelligence and simplicity. These are rare qualities in the movies where what is most often mistaken for acting talent is a knack for executing facial contortions, the habit of talking with an accent or an enthusiasm for deep-breathing exercises. Most Hollywood actresses would go into retirement rather than play roles requiring them to make their hair look stringy, snarl or wear old clothes. The most extraordinary feature of Bette Davis' revolt in 1936 was that the part she was refusing was exactly the kind of part most movie stars prefer. She says: "I like to play gutsy girls and attractive wenches."

Bette Davis' real name is Ruth Elizabeth Davis. She pronounces Bette Betty. In Beverly Hills, she rents an impressive Mexican-style

CONTINUED ON NEXT PAGE

IN WINTER...

Let Hinds Lotion help your hands say nice things about you



FORECAST: Chapping weather

Even one application makes
Chapped Hands feel smoother!

PEOPLE look at your hands and think—"She's well groomed, hands so smooth!"... Or—"She's let herself go, hands so rough!" No matter how rough your hands get, don't let them stay that way. Use Hinds. Extra-creamy, extra-softening. Even one application helps soften up flaky chapping, comfort tiny "skin cracks" that sting and burn. Used regularly, Hinds coaxes back the "Honeymoon Softness" that wind, cold, steam heat, and hard water take away. Right now you can try Hinds without risking a cent. Without risking a cent! Do it. Good-Will Bargain (below) is at toilet goods counters.

Copyright, 1939, Lehn & Fink Products Corp., Bloomfield, N. J.

TIME EXTENDED ON GOOD-WILL BARGAIN

For a limited time only—Hinds gives away an extra bottle with the medium size!

MONEY BACK—Buy the medium size Hinds. You get a Good-Will gift bottle with it. Try the gift bottle first. If it doesn't convince you that Hinds is grand for chapped hands, take the large bottle back unopened, where you bought it—and get **Money Back**.

EXTRA LOTION—Keep both bottles and you get nearly 20% extra lotion—at no extra cost! More of this fine favorite lotion for the money than ever before! Hinds also comes in 10c, 25c, \$1 sizes.

FOR HONEYMOON HANDS



HINDS **HONEY & ALMOND CREAM**

Ancient rulers of Hawaii received royal gifts of fragrant pineapples on feast days.

Islanders enjoy Holidays, too

Today gracious Island hostesses offer their holiday guests royal hospitality in the modern manner — tall, brimming glasses of DOLE Pineapple Juice.

For refreshing flavor and year-round goodness, drink DOLE Pineapple Juice from Hawaii.

DOLE



Ask for laundry-proof Dot Snappers when you buy shorts, pajamas, dresses, sportswear... Quick, convenient, smart. Can't come off — guaranteed for life of garment. United-Carr Fastener Corp., Cambridge, Mass.

DOT
REG. U. S. PAT. OFF.
SNAPPERS



**To Relieve
IRRITATION
Coughs due to Colds**

When your throat's troubled with huskiness, dryness, a cough due to a cold... let a Vicks Cough Drop dissolve naturally in your mouth. This bathes the tender throat tissues with soothing medication for 12 to 15 minutes. Relief comes fast... because Vicks are medicated, medicated with throat-soothing ingredients of Vicks VapoRub, family standby for relieving discomforts of colds.

MEDICATED

VICKS COUGH DROPS



"Dark Victory" is her new movie, due for release in February. In it she plays a rich girl who goes blind. On her schedule after that are *Juarez* and *Elizabeth The Queen*.

BETTE DAVIS (continued)

house in Coldwater Canyon. According to Hollywood fan-magazine writers, female stars are either "spoiled" or "unspoiled." Bette Davis is considered "unspoiled."

Bette Davis dislikes equally the stuffed shirts and the glamor girls of Hollywood, makes no effort to please them and seldom attends their parties. When she is home, she always answers her own telephone. She likes dancing at the Palomar dance hall, which is open to the public. Her social circle is mostly made up of non-professionals including her sister, Mrs. Robert C. Pelgram. She dislikes outdoor sports except swimming, and photographs showing her playing tennis or golf are usually fakes. Bette Davis' closest approach to a hobby is her interest in dogs. She usually has a houseful of Scotties, Dobermanns, Pekingese and Sealyhams and last year became president of the Southern California Tailwaggers Foundation, whose emblem she had painted on the station wagon in which she drives around Hollywood. A constant talker, she curses ably but usually does it quietly.

Outside of her career, Bette Davis' principal excitement has been her love life. While at Cushing Academy near Boston, she made the acquaintance of a boy named Harmon Nelson. Seven years later they became engaged. They remained engaged three more. While she was becoming a movie star, he was becoming a band leader. Finally, Ruthie Davis suggested to Bette that if she was ever going to marry Harmon Nelson, she might as well do it at once and get it over with.

One-night elopement

Even the least spoiled Hollywood stars cannot get married like other people. They are obliged, by convention, to "elope." The afternoon before Bette Davis and Nelson eloped to Yuma, Bette, working on a picture at Warner Brothers, had agreed to appear next day to pose for publicity stills. When the studio photographer saw the headlines about the elopement, he prepared to cancel the appointment. Before he could do so, Bette Davis walked in, ready to keep it, accompanied by her husband.

Bette Davis' method of eloping was an example of her devotion to her career which is such that it causes her to keep an elaborate engagement pad accounting for every minute of her day. Bette Davis never forgets and is never late for any appointment connected with her work. Another indication of how satisfactory Bette Davis finds her professional life was an opinion of marriage delivered to an interviewer shortly after her elopement. "Domesticity is all right if it is not carried too far." The Davis domesticity was only carried as far as a divorce court where it ended last December, conveniently for all concerned.

Characteristic of Bette Davis was the fact that when her engagement dwindled into marriage and the marriage dwindled into separation, she found herself too busy to divorce her husband. Characteristic also was the reason for which Harmon Nelson divorced the screen's most celebrated impersonator of vixens, tramps and no-goods; she studied her parts in bed.

LIFE'S PICTURES



Photographers Hart Preston and Ed Steinheimer who took most of the pictures in LIFE's essay for this week (see pp. 29-45) went to Stanford University together, later formed a team which has been doing remarkable camera work. Preston, shown above at the Red Cross party at the Grillon Club in Mexico City which is described on page 43, has published a book of photographs on Mexico which is extremely popular with tourists. His companion in the picture is Miss Alicia La Montagne, daughter of a Mexican mother and an American mining engineer.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes) unless otherwise specified.

COVER—EISENSTAEDT-PIX
2—F. OVERTON JONES-TIMES-DISPATCH—
A. P.
4—TRUMAN BAILEY, INT.
6, 7, 9—UNDERWOOD ILLUSTRATIONS STUDIO
13—KITROSSER from P. I.—W. W.
14—KITROSSER from P. I. exc. t. lt. A. P. and
bot. W. W.
15—PAPILLON from P. I.
16—W. W. (2), JOHN PHILLIPS—INT., A. P.—
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CITY
17—A. P.
18—A. P., W. W.—W. W., ACME
19—INT.—P. I.
20, 21—THOS. D. MCAVOY
22—A. P., © GHITTA CARELLI—A. P. PHOTO
BY RALPH LAWRENCE, P. I.
23—Courtesy BEAUX-ARTS MAGAZINE from
P. I.
24, 25—ERIC SCHAALE-PIX
26—HERBERT GEHR from B. S. exc. t. lt.
FREDERICK BRADLEY
29—T. BETTY KIRK
30, 31—JULIEN BRYAN exc. t. and bot. rt. p.
31—PRESTON-STEINHEIMER
32—PRESTON-STEINHEIMER
33—JULIEN BRYAN—A. F. KOFOD
34—JULIEN BRYAN
35—ARTHUR MURAY—JULIEN BRYAN
36—JULIEN BRYAN—LANKS
37—BETTY KIRK—SEVERIN from B. S.
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40—PRESTON-STEINHEIMER
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49—KARGER-PIX
50—KARGER-PIX exc. t. lt., cen. lt. and rt.
JEROME ROBINSON
51—KARGER-PIX
52—EISENSTAEDT-PIX exc. lt. CULVER
53—EISENSTAEDT-PIX exc. bot. lt. REX HARDY
JR.
54—1st, 2nd, 3rd rows rt. PHOTOS BY MRS.
DAVIS—4th row cen. and rt. A. P.
55—REX HARDY JR.
56—ELMER FRYER for WARNER BROS.
57—CULVER
58—WARNER BROS., PRESTON-STEINHEIMER
59—W. W.
60, 61—MORSE-PIX
62—T. L. SABINE STUDIO—PAUL HEISMAN,
DELAN STUDIOS—bot. lt. HOWARD E.
ROBERTS

ABBREVIATIONS: BOT., BOTTOM; CEN., CENTER; ©, COPYRIGHT; EXC., EXCEPT; LT., LEFT; RT., RIGHT; T., TOP; A. P., ASSOCIATED PRESS; B. S., BLACK STAR; INT., INTERNATIONAL; P. I., PICTURES INC.; W. W., WIDE WORLD



Sothing way to WIN SLEEP!

WHY go through another night worrying yourself frantic about not falling to sleep? A cup of Horlick's, hot, just before retiring may be what you need. Many men and women, who once could not sleep, are today grateful, regular users of Horlick's Malted Milk. The first warming sips of it seem to relax the body and nerves. The stomach also gets light, *easily digested* food to help calm the active brain.

Hospitals purchase quantities of Horlick's, using it as a bland, strengthening food, and as a bed-time drink. Available in plain or chocolate flavor—also in compact tablets to eat like candy. Remember there is only one Horlick's—not a mechanical mixture, but cooked in vacuum at low temperatures—made to strict laboratory standards of purity.



HORLICK'S the Original Malted Milk

HEADACHE Relief!

*Snap Back With
STANBACK!*



When a simple headache strikes, DON'T CRY! SNAP BACK WITH STANBACK! Millions used yearly! Also speedy relief from neuralgia, muscular aches and other simple inorganic pains. A trial should win you for LIFE! 10¢ & 25¢ at your drug store.

STANBACK

TRIAL OFFER: 25¢ package! Mail this ad and 10¢ to cover packing and postage! Stanback Company, Salisbury, North Carolina.

WAKE UP YOUR LIVER BILE...

Without Calomel
— And You'll
Jump Out of Bed
in the Morning
Rarin' to Go



The liver should pour out two pounds of liquid bile onto the food you swallow every day. If this bile is not flowing freely, your food doesn't digest. You get constipated. Your whole system is poisoned and you feel sour, sunk and the world looks punk.

A mere movement doesn't get at the cause. It takes those good, old Carter's Little Liver Pills to get these two pounds of bile flowing freely and make you feel "up and up." Harmless, gentle, yet amazing in making bile flow freely. Ask for Carter's Little Liver Pills by name, 25¢ at all drug stores.

RELEASED FOR PUBLICATION



The winter resorts of the South get acres of free publicity by pictures of pretty girls in bathing suits. The winter resorts of the North, now enjoying a great burst of popularity, have had to find something as good. This is their answer: a pretty girl in a brief and frilly skating dress, leaping in the air. If it has less appeal than the bathing beauty picture, it has infinitely more grace. Thousands of these pictures now flow into newspaper offices. Among them are many pretty girls, some topnotch skaters and a few real finds who are both.

First to crash through, this season, is St. Moritz in the Swiss Alps, greatest winter resort of all. The agile young lady shown here, who can do such startling leaps for the cameraman, is Ariane Levaillant, aged 15, of Basle, Switzerland. Skating has the youngest champions of any sport except possibly swimming (Sonja Henie won the Olympics at 15), and Miss Levaillant is good enough to receive offers of an American tour. Her pretty face and pretty legs and natural grace may land her in the movies before many years. Meanwhile she gets plenty of publicity for herself and St. Moritz.



★★★ HENNESSY COGNAC BRANDY



Score another "tops" for Three-Star Hennessy in the Old-Fashioned. This favorite winter drink is a winner when made with Hennessy...in fact, the quality, bouquet and "clean" taste that make this flawless Cognac the preferred after-dinner liqueur make it the logical choice for any mixed drink where brandy is used as a base.

HENNESSY OLD-FASHIONED:
Dash 1 piece of loaf sugar with sparkling water and crush; add 1 dash orange bitters, square piece of ice, piece of lemon peel and 1 jigger of Three-Star Hennessy.

★ QUALITY
★ BOUQUET
★ CLEAN TASTE



84 PROOF

INSIST ON HENNESSY in a Brandy-and-soda • Brandy Cocktail • Brandy Fizz • Side Car • Brandy Sour • Stinger Cocktail

Distilled and bottled at Cognac, France
JAS HENNESSY & CO • Established 1765

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THIS IS EARLY EVENING IN THE ROOM WHERE ARTIE SHAW PLAYS. AS THE NIGHT WEARS ON (BELOW) THE JITTERBUGS BECOME CONSIDERABLY LESS SEDATE

Life Goes to a Party

at the Hotel Lincoln in New York City
to hear Artie Shaw, Swing's newest King

What is going on in the photographs below is, by now, a familiar part of American life. Here once again—this time at the Hotel Lincoln in New York City—are the twitching jitterbugs, letting themselves go to the music of a swing band. But the band which evokes this particular jittering is a comparative newcomer to the American swing scene. It is led by Artie Shaw, a handsome young clarinetist, who a year and a half ago was just getting this band together. Today he is the newly crowned king of swing. In the annual poll taken by *Down Beat*, Swing's best-known trade paper, Artie Shaw's was voted best swing band in the country, beating out Benny Goodman's band which had reigned unchallenged for two years. Artie

Shaw himself ran second to Goodman as a soloist.

Like Goodman, Shaw leads a solid, exciting band. Like Goodman, he plays the clarinet cleanly and with good taste. His great forte is swinging old popular songs, like *The Indian Love Call*. He is 28, was born in New York City and has played the clarinet for a dozen years. Three years ago when he was a respected but little known free lance, he played in a jazz concert in New York with a string quartet as accompaniment. Next day he was deluged with jobs. But his unusual group proved a flop. Shaw had to form a more orthodox band. Though he is now growing rich with it he still insists wistfully that his clarinet and strings were a swell combination.

TRUCKING ON A TABLE TOP WHILE A WAITER DISCREETLY REMOVES A BOTTLE



A VOLUNTEER PERCUSSION SECTION CHIMES IN TO HELP OUT MR. SHAW





EVERY SUNDAY NIGHT SHAW PLAYS ON OLD GOLD'S RADIO PROGRAM WITH FUNNYMAN ROBERT BENCHLEY WHO WINCES (ABOVE) AT SHAW'S SWEETEST NOTES

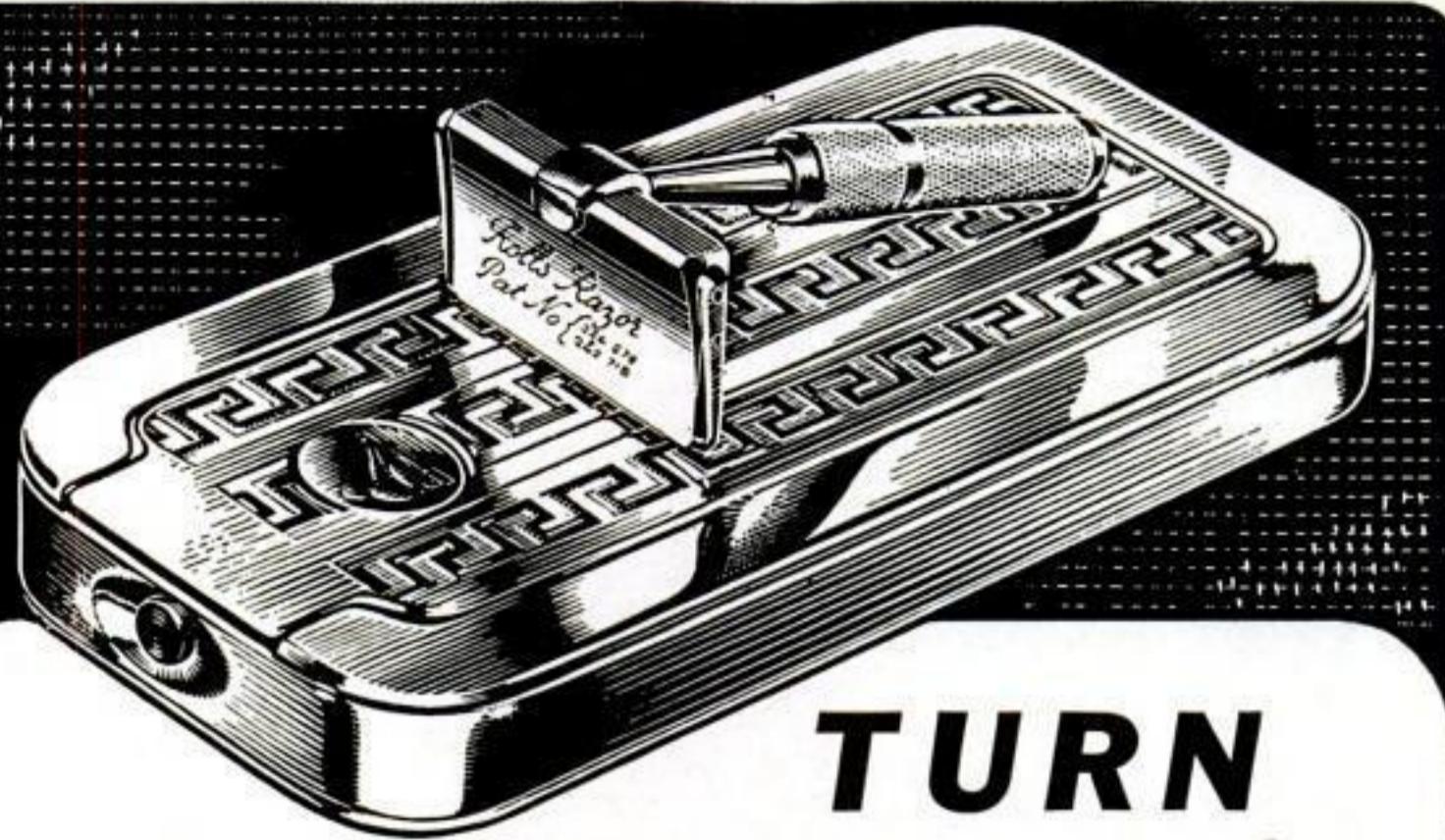
"PECKERS," PERCHED ON A TABLE, MUG THEIR WAY THROUGH A NUMBER



ACROBATIC JITTERBUGS CLEAR SPACE FOR THEMSELVES ON CROWDED FLOOR



CONTINUED ON NEXT PAGE



TURN shaving into pleasure!

Are you a glutton for punishment? Do you needlessly endure a shave that tortures the skin or doesn't remove whiskers? Then, you haven't used the Rolls safety Razor! Millions of men enjoy shaving with a Rolls Razor that needs only one blade of hollow-ground Sheffield steel. Stropped or honed in the case, it's the sure-fire way to get a face-respecting shave. Do your face a good turn and ask your dealer to demonstrate the Rolls Razor—there is no other razor like it!

\$10 and up. Shaving bowls, sticks, **\$1**. Refills, **60¢**

A MAN'S BIRTHDAY OR ANNIVERSARY GIFT

Nothing will please him more or give him more satisfaction than a Rolls Razor. It's the gift he'd select for himself. Write today for colored Gift Folder L123. Rolls Razor, Inc., 305 E. 45th St., New York.

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#8 LIFE HOUSE

Scale Models Of LIFE HOUSES

LIFE HOUSES
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I enclose \$... for LIFE model houses, each complete with floor plans and Plan Furniture cut-outs. I am enclosing the numbers of the houses you are to send. Shipment **postpaid**. If models are in any way unsatisfactory money will be refunded if I return shipment within 5 days.

#2-\$0.50 #4-\$0.75 #6-\$1.00 #8-\$1.00
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Name.....

Address.....

The M. O'Neil Co. in Akron added its own clever landscaping to a scale model of the Harrison & Fouilhoux "modern" LIFE house, with this realistic effect.

You can set up models of LIFE houses on your own table. It's fun! These full-color miniatures are accurate scale models of the houses shown in the September 26 LIFE—designed by famous architects for real families. Each model is from 14" to 2' 4" long—complete with simple instructions, floor plans and silhouette furniture cutouts.

Get your model LIFE houses now at your leading department store—or use the coupon.

Athletic Director



Arthur Bartels,
Athletic Director,
New York

“ I like Luden's, because they have an alkaline factor. Many doctors advise building up your alkaline reserve when you have a cold. ”

LUDEN'S MENTHOL COUGH DROPS **5¢**

favors
LUDEN'S
Alkaline
Factor

Life's Party (continued)

Down Beat's poll, taken among musicians and the hottest swing fans, is both an authoritative popularity contest and a good guide to what the jitterbug will be wild about in six months. But the best guide to what swing's lay public likes today is the taste of the college campus. Recently, college students (below) have been reporting campus likes and dislikes for *Variety*. Their reports show that swing still remains the most popular kind of jazz, although most campuses maintain a nice balance between sweet and swing. New to most collegians, Artie Shaw is fast becoming a favorite, largely because of his recording of *Begin the Beguine*, whose wax grooves have already been worn smooth in hundreds of fraternity houses.



Dartmouth reports, through John R. Vincens, that Shaw is a growing love but is well behind Tommy Dorsey, Goodman, Hal Kemp.



Penn State reports, through Fred Newmeyer, that students are impressed more by big names than by music. Names: Dorsey, Kyser.



Northwestern, according to Bobette Kobey, scorns the very hot and the very sweet. Kemp, Larry Clinton, Ambrose are what it likes.



Vassar, reports Barbara Allen, appreciates authentic swing but never indulges in sheer jitterbugging. Artie Shaw is coming fast.



Stanford, says Collie Small, likes its swing luke-warm, takes great delight in the gentler moods of Goodman, Shaw and Andy Kirk.



Vanderbilt, says Emmett O'Calaghan, likes music it can dance to—Kyser, Dorsey, Kemp. Only the intelligentsia know Shaw well.

NOW - IT COSTS YOU LESS TO SAY -

"I OWN AN OLDS!"



NEW "60" 4-DOOR SEDAN \$889*

AMERICA'S NEWEST LOW-PRICED CAR

IMAGINE a car that sells right down in the low-price field—and gives you everything in quality, styling, features and pride of possession that always go with Oldsmobile ownership! It sounds incredible but it's true! This year, Oldsmobile has a brand new Six at a grand new price—as low as \$777*! And it's every inch an Oldsmobile, with new Econo-Master Engine, new Dual Center-Control Steering, and that greatest of all innovations for 1939—the incomparable Rhythmic Ride. In addition, prices have been sharply reduced on the popular Olds Seventy and Eighty, now offered in

brilliant new editions for 1939. If you are one of the thousands who have always hoped to own an Olds, this is certainly the year when "You Ought to Own an Olds!"

\$777 AND UP

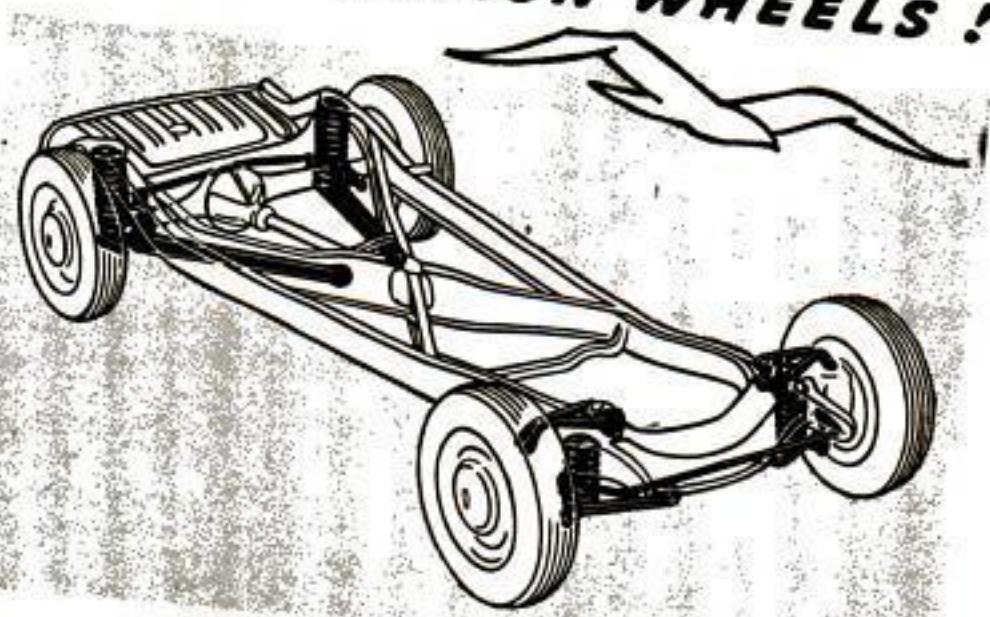
* Delivered price at Lansing, Mich., subject to change without notice. Price includes safety glass, bumpers, bumper guards, spare tire and tube. Transportation, state and local taxes, if any, optional equipment and accessories—extra. General Motors Instalment Plan.

**"YOU OUGHT TO
OWN AN OLDS"**

« A GENERAL MOTORS VALUE »

**FEATURING THE
REVOLUTIONARY NEW
RHYTHMIC RIDE**

**BASED ON
1. QUADRI-COIL SPRINGING!
2. 4-WAY STABILIZATION!
3. KNEE-ACTION WHEELS!**



When you try the Rhythmic Ride you'll find it's the smoothest, gentlest, most *enjoyable* ride you ever had, because all motion is controlled. Pitching, jouncing, side-to-side movement and body roll are minimized. The result is level, restful, rhythmic travel—on any kind of road!

Four Ladies



EACH WEEK, these four ladies lay down *five nickels* for *four* magazines—Life, Collier's, Liberty, and Saturday Evening Post.

They represent the buyers—women and men—of weekly magazines . . . but

... every advertising and publishing man knows that many more people *read* magazines than *buy* them . . .

How many more?

Nobody has known with reasonable certainty. Yet recently developed research methods have made it *possible* and comparatively *simple* to find out. So . . .

LIFE decided to launch *LIFE's Continuing Study of Magazine Audiences*. You probably saw the first findings of this Study. You probably were surprised at the size of the figures. (See col. 4.) You might even have raised a quizzical eyebrow. Yet . . .

... the whole thing makes sense! It was called the "Biggest Advertising News in 25 years" . . . and it is!

What makes it The Biggest Advertising News in 25 Years?

The Audit Bureau of Circulation was started 25 years ago to get *exact* information on circulation and how circulation was obtained. Such information has become, and will continue to be, of primary and indispensable value to advertisers.

LIFE's Study undertakes to apply the same standards of *impartiality, accuracy, and reliability* to securing information on audience.

It takes advantage of the kind of research developed in the last several years—the new kind of research which now forecasts elections and weighs public opinion with such uncanny accuracy.

Who does it?

The Study is conducted by Crossley, Inc. (of radio fame)—with direction and authentication by a committee of several of the leading research authorities of the country.

Other attempts to measure audience have, of course, been made. Some have used the convenient "average family" figure of 4.2. Some have set a higher figure, some a lower. And when surveys were attempted, they usually were too *confined*—they stuck to family-heads, or subscribers, or hand-picked economic groups.

This Study does not. It uses a true cross-section of all the people, a micro-America, a representative sample of the entire population from ten years of age up. The investigators work on both sides of the railroad track, reach backwoods as well as main roads, talk to a proper proportion of each major element of the population.

Guesswork Eliminated

The Study asks people to *show* that they have seen and remember getting into the magazine—and makes them demonstrate. It recognizes an in-

evitable percentage of confusion and falsehood, and eliminates this percentage from the findings.

The committee under whose direction the Study is being conducted not only has no axe to grind, but has an enviable reputation to uphold.

And so—weighing all these factors—you can see that here is the *first step* toward accurate knowledge on magazine readership.

How to use It

It would be silly to claim that information about its audience is the ultimate measure of a magazine's value . . . that all other facts and figures should be thrown into the wastebasket.

But *size of audience*—the number of people who get their hands on a magazine, open it, and read part or all of it—is an added factor in a thorough and scientific evaluation of any magazine. And, while not final proof, it is an *important clue* to editorial interest and potency.

Thus, the findings of this Study definitely increase the knowledge of media values . . . disclose

with Five Nickels



hidden values in the entire weekly magazine field . . . suggest similar values in all magazines . . . and are, therefore, a definite contribution to the scientific and intelligent buying of space.

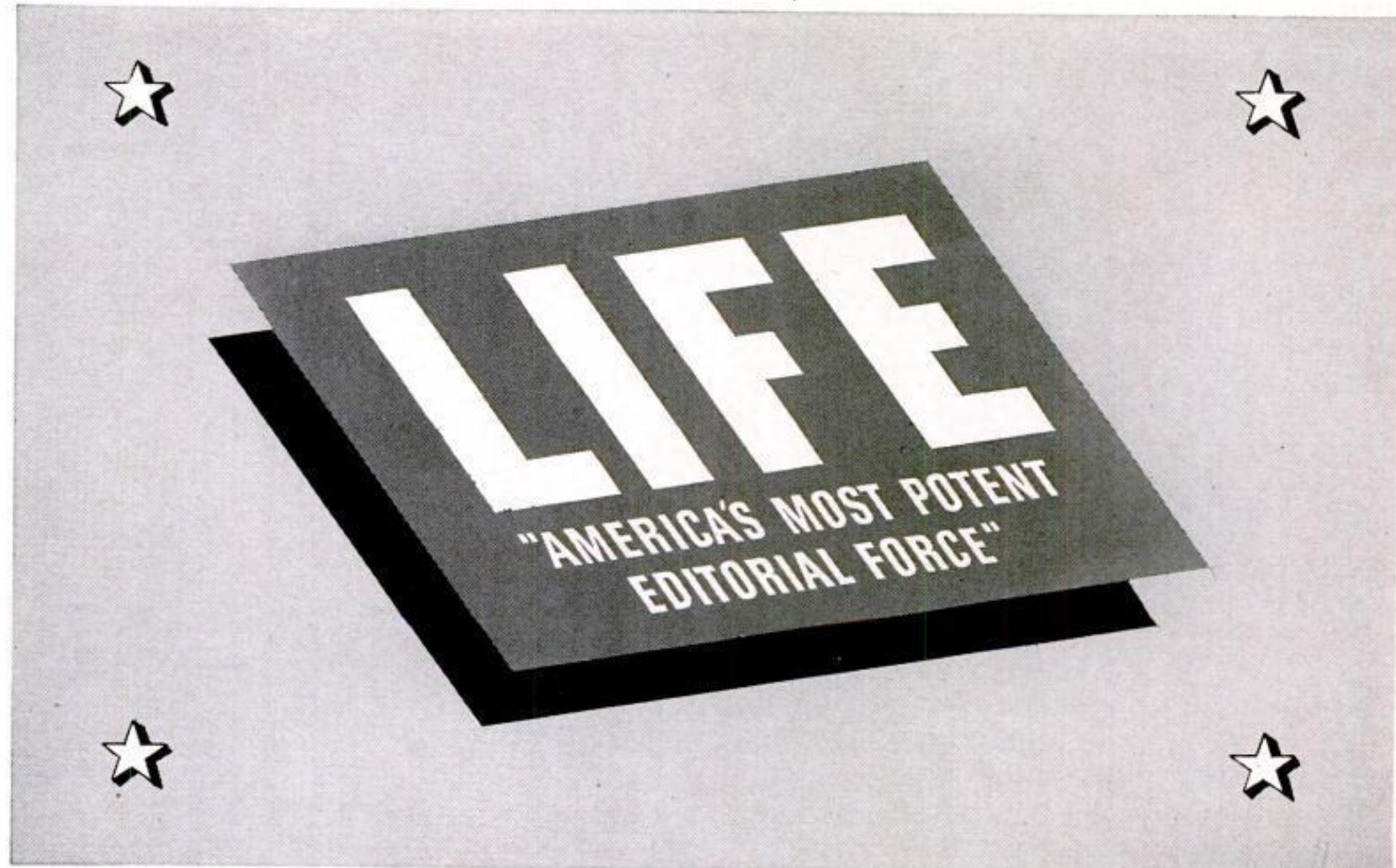
NOTE: The complete methodology of this Study, and its first findings, are available in "REPORT No. 1." If you haven't seen a copy, send for one—it's the most important advertising book of the year.

COMING: Findings on *how much attention* each audience pays to the contents of *each magazine* are now being accumulated, and will soon be available.

• • •

Here is the number of people—as indicated by the Study—who see, open, and read some part of each issue of the four large weekly magazines:

	Total Audience	Paid Circulation
COLLIER'S	15,900,000 . . .	2,633,878
LIBERTY	14,000,000 . . .	2,485,395
LIFE	17,300,000 . . .	2,029,761
STATEWEEKLY	12,900,000 . . .	3,055,123



You'll Remember
with
INDOOR "SNAPS"

You'll remember those precious moments of childhood . . . if you have crisp, clear indoor snapshots like these. And they're easy to take with G-E MAZDA Photoflood lamps.



Just load with new "super" type high speed film and shoot away for dozens of pictures. You'll get better photos, thanks to the brighter, whiter light of these lamps. It's a grand idea for shots of babies or parties.



And for action or pets, use G-E MAZDA Photoflash lamps. Their split-second flash catches fleeting expressions that you'll treasure. Each lamp gets one picture. Splendid for color "snaps," too.



Get out your camera and take the indoor pictures you'll want in years to come. Buy G-E MAZDA Photoflood and Photoflash lamps where you buy film. And to be sure of better pictures, be sure to get G-E.

New Lower Prices	Action? Pets?
G-E MAZDA Photoflood Lamps	G-E MAZDA Photoflash Lamps
No. 1 (was 25c) now . . . list 20c	No. 10 . . . list 15c
No. 2 (was 50c) now . . . list 40c	Brand New No. 21 . . . list 20c (for synchronized flash)

GENERAL ELECTRIC
MAZDA PHOTO LAMPS

PICTURES TO THE EDITORS



SONJA HENIE KEEPS HER FEET STRONG AND SUPPLE BY EXERCISES. HERE SHE SPREADS AND STRETCHES HER TOES

SKATER'S FEET

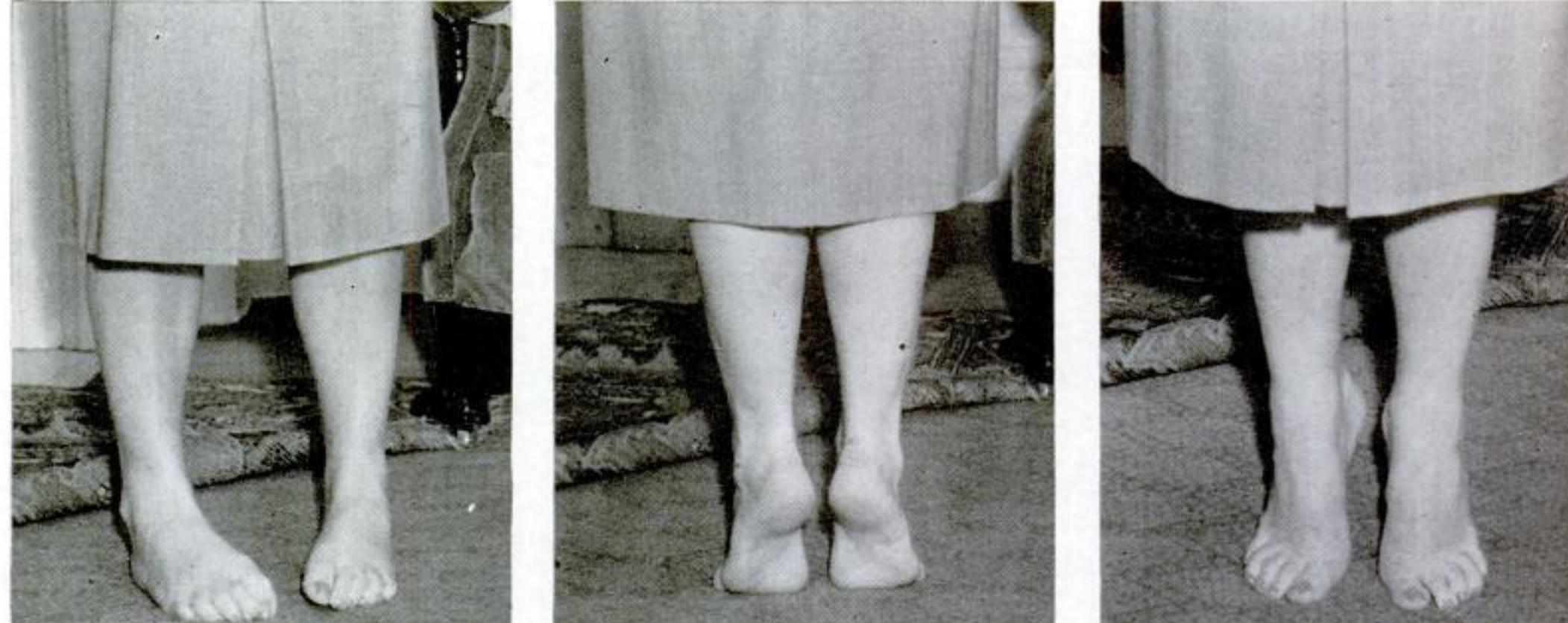
Sirs:

This series of pictures shows how Sonja Henie keeps her million-dollar feet in trim. Each day before her performance she goes through an elaborate set of exercises to keep her feet strong and supple.

After the performance her feet are carefully bathed and tended. Miss Henie allowed me to make these pictures during her visit to Boston with her ice carnival.

FRANK G. JASON

Boston Post
Boston, Mass.



THESE EXERCISES STRENGTHEN THE ANKLES. SHE WALKS PIGEON-TOED, THEN RISES ON THE BALLS OF HER FEET



SHE STANDS ON A TELEPHONE BOOK, GRIPS IT WITH HER TOES



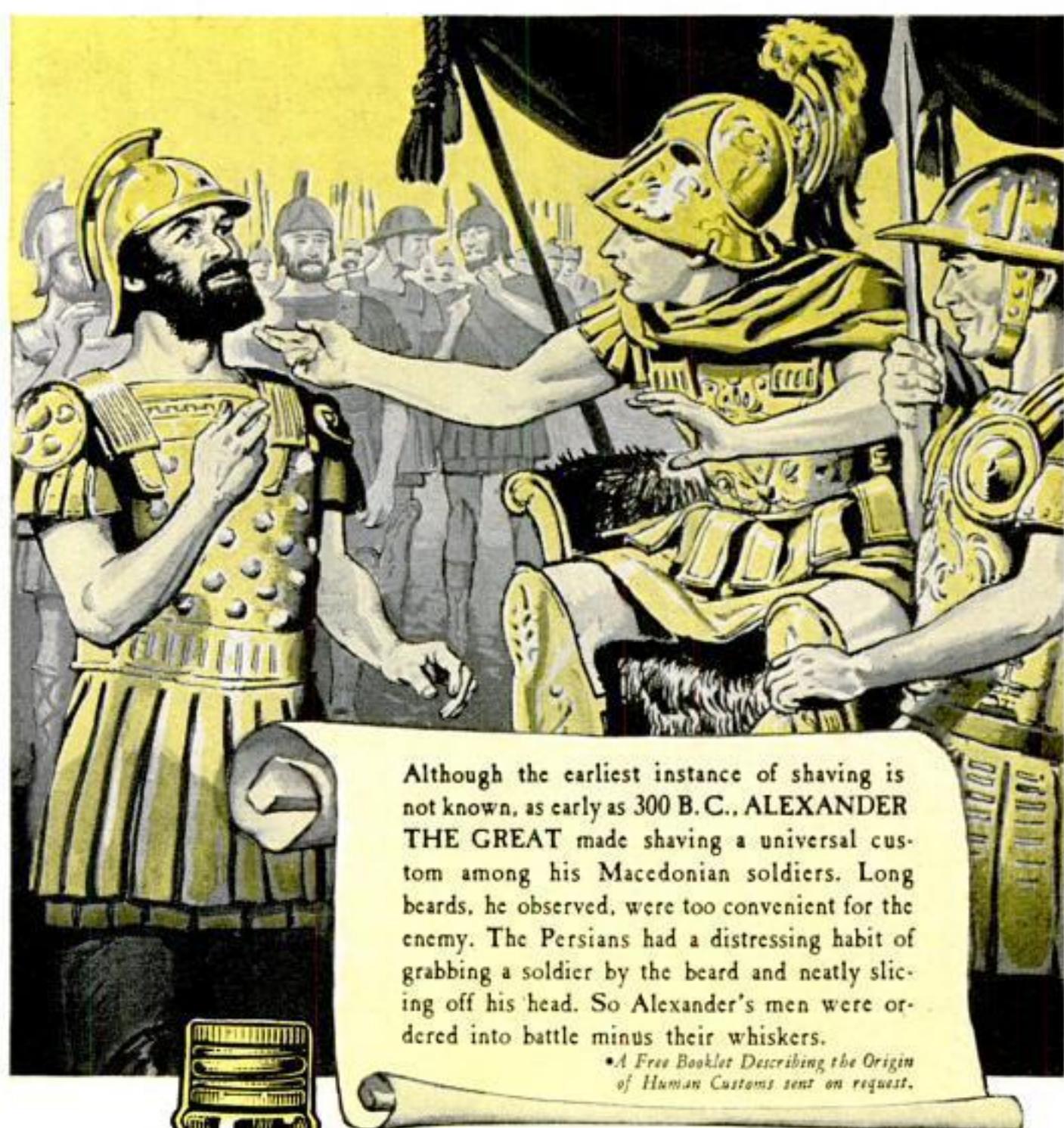
MIRROR SHOWS SHE STANDS PROPERLY ON THE HEEL, BALL AND TOES



PULLING WITH GAUZE BANDAGE STRENGTHENS THE LEG MUSCLES

NO. 9 of a series: FACTS BEHIND OUR HUMAN CUSTOMS

Do you know WHO STARTED THE CUSTOM OF SHAVING



Although the earliest instance of shaving is not known, as early as 300 B.C., ALEXANDER THE GREAT made shaving a universal custom among his Macedonian soldiers. Long beards, he observed, were too convenient for the enemy. The Persians had a distressing habit of grabbing a soldier by the beard and neatly slicing off his head. So Alexander's men were ordered into battle minus their whiskers.

**A Free Booklet Describing the Origin of Human Customs sent on request.*

Here's Another Custom Based on Fact:

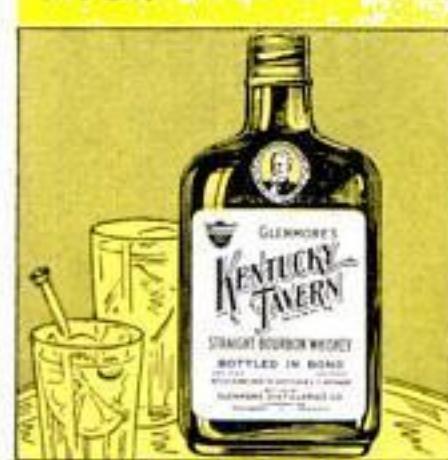


Isn't it interesting to know that this Bourbon formula has the prestige of two generations behind it...that this distillery was built where Kentucky's famed deep-well water always could be had? Today the same family carries on the tradition of the founder. These are the reasons why, when you pour GLENMORE...you get more.

Pour
Glenmore
...you get more

Copr. 1938, Glenmore Distilleries Co., Incorporated

• OTHER GLENMORE PRODUCTS •



Bottled in Bond—Kentucky Straight Bourbon Whiskey—100 Proof
Silver Label—90 Proof



A Blend of Kentucky Straight Whiskies—90 Proof



Kentucky Straight Bourbon Whiskey—90 Proof

Spud

PRICE
REDUCED



WELCOME CHANGE FOR CIGARETTE SMOKERS

The price of the world's finest mentholated cigarette is down—to the level of other popular cigarettes. • Change to Spuds—pocket the change—and give yourself a treat! • Spuds are milder, much more refreshing—premium quality at no premium in price.

CHOICE OF PLAIN OR CORK AT THE NEW LOW PRICE

REMEMBER, IT'S THE SAME SPUD

Made of the same choice tobaccos—seasoned with menthol by the exclusive Spud process—at a new low price. *Why pay more?*



©The Axton-Fisher Tobacco Co., Louisville, Kentucky

PICTURES TO THE EDITORS

(continued)



CONGO KIDS

Sirs:

I am enclosing a picture that a missionary friend of mine in the Belgian Congo sent me of her grandson John Stauffacher III, one year old, examining the beads of his little friend Maria Azander, two years old.

MRS. H. R. BROWN

San Anselmo, Calif.



KNOCK-KNEED

Sirs:

In your Jan. 2 issue I had a hearty laugh over the picture of a bowlegged burro. This photo called to my mind my picture of a "knock-kneed" cow.

DORIS BART

Noblesville, Ind.

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Your passport
TO
Whiskey Quality
BEARS THIS
famous signature

E. H. Taylor & Sons
REG. U. S. PAT. OFF.

The late Colonel E. H. Taylor Jr. made many fine bourbons in his lifetime, but he signed his name to only one—the pride of his famed distillery. That was more than a half century ago, but now, as then, his signature on a whiskey label identifies a bourbon of rare and inimitable quality—a bourbon that now sells at the lowest prices in twenty years.



"TAYLORED"
TO GOOD
TASTE

The drink everybody knows . . .



COPYRIGHT 1939, THE COCA-COLA COMPANY

Whoever you are, whatever
you do, wherever you may be,
when you think of refreshment
think of ice-cold Coca-Cola.

The pause that refreshes

Drink
Coca-Cola
Delicious and
Refreshing